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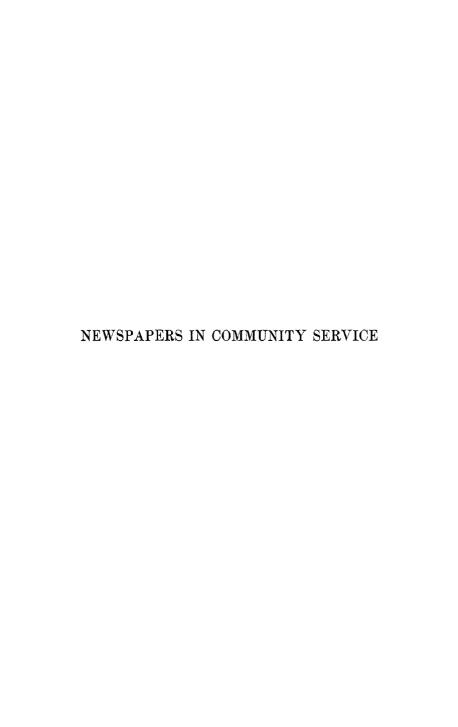
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NEWSPAPERS

IN SEE

COMMUNITY SERVICE

BY

NORMAN J. RADDER

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FIRST EDITION

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WILLARD GROSVENOR BLEYER

TEACHER AND FRIEND

PREFACE

The late William Rockhill Nelson told his associates: "The Kansas City Star has a greater purpose in life than merely printing news. It believes in doing things."

This book tells the story of American newspapers that are "doing things."

The increasing interest of the editor in the possibility of making his newspaper a decisive factor in community improvement is easily one of the most significant developments in journalism within the last ten years. Since the idea of the newspaper as a community builder is relatively new, there is a lack of definite programs and specific ideas. This book is an account not only of some of the outstanding instances of community service on the part of the press, but it is also an attempt to analyze methods. Its object is to show how the editor may act most effectively as the head and center of progress in the village, city, and county.

While he believes that the editor should at all times be a purposeful leader of community advancement, the author has not lost sight of the fact that the reporting of news is the primary duty of the newspaper, and that the idea of "doing things" must never monopolize the attention of the editor. For the editor, who for the moment may be more interested in news than in service activities, this book should have some value in that it is suggestive of innumerable feature articles dealing with agriculture, business, parks, playgrounds, civic improvement, schools, housing, health, charity, etc. Placed in the hands of a reporter, it should serve to sharpen his sense for constructive feature stories.

The writer is indebted for many valuable suggestions to W. C. Nason, Junior Economist, United States Department of Agriculture; Dorsey W. Hyde, Jr., of the United States Chamber of Commerce; Harold S. Buttenheim, editor of *The*

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American City; J. W. Piercy, head of the Department of Journalism, Indiana University; Professor Shelley E. Watts of the Department of Economics and Sociology, Indiana University; Walton S. Bittner, Associate Director of the Extension Division, Indiana University; to Editor and Publisher and The Fourth Estate for permission to reprint articles; to the Community Department of The Delineator for many of the suggestions noted under the heading of "Start Something;" and to many editors for their cooperation in giving information regarding the services of their newspapers.

NORMAN J. RADDER.

BLOOMINGTON, IND. February, 1926.

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PART I ACHIEVEMENTS

NEWSPAPERS IN COMMUNITY SERVICE

CHAPTER I

STIMULATING CIVIC PRIDE

Twice in the course of the year 1922 The Minneapolis Journal ran an editorial urging the city to take stock of itself, to find its weaknesses as well as its points of strength, and to set out to fight for the things of which it found itself in need.

While these suggestions were commented on favorably in some quarters, they brought no action. Therefore *The Journal* set out to do the job itself. Without consultation with anyone outside its own office it began on September 1, 1922, to lay out a campaign for a week of activity in which all organizations of the city would participate, each in its own way and each bringing forward its own ideas of the city and its needs.

Ten weeks were devoted to preparations for the eventful week. A complete directory of the city's organizations and their officers was prepared. A tentative program for the week was laid out. Facts of the city, its history, its present, and its possibilities for the future were compiled. A contest to obtain essays or editorials on the assets and needs of the city was mapped out. A general program of publicity was outlined. As the whole plan was unique, it was revised from time to time.

A staff within *The Journal's* local staff was organized. The business office of *The Journal* agreed that it would solicit no advertising in connection with Minneapolis Week as a demonstration that *The Journal* meant what it said when it insisted that Minneapolis must have an enthusiasm free from individual selfish interests.

The Journal's suggestion for Minneapolis Week was published on Wednesday, November 15. It was in the form of a three-column bold-face box on the first page. It was headed "Minneapolis—Let's Go" and read as follows:

Let's get together and look over this town of ours and see what we can see about its past, its present, its future.

Let's ask the Civic and Commerce Association, and the Commercial Clubs, and lunch clubs, and the Real Estate Board, and the women's clubs and all the other civic organizations to get into the game.

Let's get the schools to study Minneapolis part of every day for a week.

Let's talk about Minneapolis and think about Minneapolis and learn about Minneapolis.

Let's make the week starting Sunday, December 3, Minneapolis Week.

Let's ask the Mayor to proclaim it, to make it official.

Let's shake up this town.

Let's Go!

When The Journal went to press the day after it printed its suggestion it carried the names of seventy-two organizations which already had pledged their enthusiastic support. This number increased to 210 before the week started. Mayor George E. Leach issued a proclamation making the week of December 3 to 9 Minneapolis Week officially. The city council, by adopting resolutions, took similar cognizance of the movement.

Further to stimulate interest in Minneapolis Week, The Journal announced a contest to obtain the best essay on "Minneapolis—Past, Present, Future," for which \$250 in gold was awarded as first prize, \$125 in gold as second prize, and five other prizes of \$25 each in gold were paid. These essays were disseminated all over the country by radio. The radio stations offered prizes of a year's subscription to The Journal to the radio fan sending a transcript back to their station from the point farthest distant.

Upon the announcement of Minneapolis Week, practically the entire Journal staff worked for several days on prepara-

tions for the week. The Journal became a clearing house for information, keeping in touch with various organizations and the various organizations keeping in touch with it. The Journal staff worked with various organizations, helping them arrange meetings and carrying out such details as arranging for musical programs at the Minneapolis Institute of Arts, arranging for broadcasting articles on the meaning of Minneapolis Week and broadcasting The Journal's prize essays, and supplying information concerning Minneapolis Week to newspapers in other cities. The Journal printed more than 400 columns on Minneapolis Week.

The activities of Minneapolis Week centered around sixty-five mass meetings in every part of Minneapolis, great community rallies, pageants and exhibits of Made-in-Minneapolis products, and culminated in an all-city mass meeting at the Auditorium under the auspices of the Minneapolis Civic and Commerce Association.

The whole city declared "open house" for the week. The 1,421 manufacturing establishments, the schools, public, private and parochial, the churches, all municipal institutions, all cultural institutions, such as the Art Institute, Walker Art Gallery, Public Library and its seventeen branches, were open to the public afternoon and evening free of charge for the whole week.

Leading musical organizations, including the Apollo Club, Norwegian Glee Club, Elks Glee Club, Minneapolis Artists Ensemble, composed of soloists and artists of the Minneapolis Symphony Orchestra, and faculty members of the department of music, University of Minnesota, volunteered to present free concerts and recitals, and appeared at the Institute of Arts, free of charge.

Women's organizations, the Y.M.C.A., the Manufacturers Club, the Minneapolis Real Estate Board, and all civic organizations conducted "open house" to show their fellow citizens what they were accomplishing in the various fields of activity.

The net result of Minneapolis Week was that it awakened the old civic pride which had swept Minneapolis from a hamlet with one dwelling in 1845 to the eighteenth largest city in the United States. An all-citizens' committee was appointed and began the task of uniting all organizations into a force powerful enough to build a municipal auditorium. Two years later at a referendum a tremendous majority voted in favor of this \$3,000,000 auditorium. A. A. D. Rahn, potentate of Zurah Temple of the Mystic Shrine, announced during Minneapolis Week that a temple with an auditorium with a seating capacity of 5,600 persons would be built. At the Minneapolis Week luncheon of the Real Estate Board it was announced that a new \$2,800,000 hotel would be built. This hotel was completed in the summer of 1924.

Other projects in which an interest was created are the bridging of the Minnesota River, a new city charter, a new public library, an addition to the Institute of Fine Arts, better paving, better street lighting, and city planning. Along with these concrete manifestations came a quickening of the civic consciousness, a rejuvenation of the community spirit, and a renewal of unity and cooperation.

LEADERSHIP IN THE SMALL TOWN

What The Minneapolis Journal did on a large scale in terms of millions The Republican City (Nebr.) Ranger did on a small scale in terms of thousands. Commenting on the change that came about in Republican City after J. Frank Lantz took charge of the paper, a Nebraska editor said:

It is generally accepted as a fact that the dead never come to life, but the town of Republican City is showing this to be a fallacy. A little over a year ago the inhabitants of that town got water from the pump and took their Saturday night bath in a tub in the kitchen by the light of a coal-oil lamp. They had a half-starved, crabbing newspaper, a lot of local scraps and the surrounding towns had stolen two-thirds of their business.

Today they have a flourishing community club, have voted bonds for water and electric light, and are now going to pave Main Street. Just how this has all come about is hard to explain from this viewpoint, but we have a suspicion that J. Frank Lantz has a considerable finger in the pie.

Mr. Lantz himself is modest about his achievement. He declares he has played but a minor part in the upbuilding of the town. He says:

The town had been at a standstill or declining for some time when I assumed charge of the paper. I commenced to make editorial suggestions about the benefit to be derived from certain improvements and boosted the Community Club. I made my suggestions gradually, one at a time. The Community Club now has a membership of 230, a new light plant has just been completed, a \$15,000 community auditorium has been erected, several blocks have been graveled, a new water works system has been started, and several new business buildings completed and more are contemplated.

A few years ago William C. Jarnagin and Roy A. Jarnagin purchased the Storm Lake Pilot-Tribune, a weekly in Storm Lake, Iowa. Both of the men had worked on city newspapers. W. C. Jarnagin had been with The Des Moines Capital for eighteen years and had covered every run from police to state house. Like many another city newspaper man he carried around in his subconscious mind an ideal of the country paper that he would own, some day, a country paper that would be a power in its community, a paper that would be respected because it did things. With the purchase of the Pilot-Tribune, that opportunity came.

W. C. Jarnagin became the editor of the Pilot-Tribune, while Roy A. became the advertising manager. From the first it was evident to W. C. Jarnagin that there were several things that the community needed. He started out to create a "community individuality." Realizing that criticisms would not come with good grace from him as a newcomer in the community, he arranged with some of the prominent people in the town to write for him a series of articles on what could best be done to improve Storm Lake. Each article emphasized only one thing, and told all about it. Each article was written by the man or woman best qualified to discuss that particular subject. The series ran for three months. The articles appeared in the first column on the front page. Some of the suggestions made in the articles have been acted upon. Others

are still in the future and constitute part of the paper's program for advancement.

Mr. Jarnagin discovered that Storm Lake was short of flags. The newspaper bought a hundred and sold them at cost. The *Pilot-Tribune* then headed a subscription list for the purchase of a flag pole. When this came, the newspaper fostered a dedication service, when a Civil War veteran ran the city flag to the top of the pole for the first time. School was dismissed for the day and the occasion was a memorable event.

The *Pilot-Tribune* offered a prize of \$25 for the best slogan. The slogan was to be built around the movement for a population of 10,000 in 1930. This idea also was promoted by the Jarnagins.

Storm Lake is noted as a summer resort. The paper organized the Storm Lake Hospitality Club with the motto "A smile and the glad hand for every stranger." Buttons were bought for the members. The club became a permanent organization.

The *Pilot-Tribune* also offered prizes for the best essays on "What I Like Best About Storm Lake." These were written by young women attending the summer extension school.

All this time the newspaper kept up an agitation for a municipal Chautauqua. This became a reality and went over without a deficit. At Thanksgiving a special series of articles by different people on "Why Storm Lake Should Be Thankful" was published. On New Year's a similar symposium entitled "What Should Be Storm Lake's First Objective in 1924" was printed.

For these and other services to the community, a cup was awarded to the *Pilot-Tribune* by the Iowa State College chapter of Sigma Delta Chi, professional journalistic fraternity.

In the chapter on "Pointing the Way in Agriculture" reference will be made to the activities of some newspapers in breaking down the distrust between city and country folk. Dean C. Trippler, publisher of *The Canova* (S.D.) *Herald*, was personally responsible for the organization of a Community Club about a dozen years ago which has brought town and country people together. This club holds monthly

meetings and dinners. Many of the programs are in charge of farmers. As a result of this cooperation, Canova, which has a population of about 500, recently built one of the first, if not the first, community hospital in the United States. The hospital is owned by a stock company of about 200 stockholders, most of whom are farmers.

Another example of community effort in Canova, due to the activities of Mr. Trippler, is the street gravel bee. Farmers bring the gravel to town and put it on the streets, while business men help to load and unload and serve free meals to the farmers, feed their horses, and supply their trucks with gas and oil. Another community project in Canova is the community calendar. None of the business houses distributes individual calendars.

In the province of Ontario is the town of Cochrane, with a population of about 1,700. Here Otto Thorning edits *The Northland Post*, a weekly. Otto Thorning is the biggest man in that community, because he has made it. Forest fires burned up the town, and banks wanted to move away and leave it. Thorning went after them and, instead of moving away, they remained and built better than before. Twice Mr. Thorning's own plant has been burned to the ground and twice he has rebuilt. Thorning's crowning achievement for his community is the second railroad, which is now being built and will be completed within a year.

Quakertown, Pa., a city of 5,000, was without sewers until a year ago, although the town was founded before 1770. For eighty weeks the *Quakertown Free Press*, edited by Charles M. Meredith, ran an editorial on the need for sewers. Clever adaptations of Aesop's fables were used. An appropriation of \$350,000 was voted for sewers. At the annual convention of the National Editorial Association in 1925, Mr. Meredith received the first prize for community service.

CORRELATING IMPROVEMENT WORK

Very often there are enough organizations in a city devoted to improvement work, but much effort is wasted through lack of correlation. Such was the situation in Schenectady in April, 1922. The editor of the Schenectady Union-Star knew that there was in Schenectady a vast quantity of progressive sentiment. There were about twenty ward-improvement and parent-teacher societies. Public sentiment, however, needed to be coordinated, directed, and led. The newspaper accomplished this by bringing about the federation of all the ward-improvement and parent-teacher societies into the Civic Improvement Society of the whole city. At the same time the Junior Civic League was formed, and about 5,000 children from the schools signed the following pledge of good citizenship:

I am a junior citizen in the best country in the world, the United States of America.

As a citizen of Schenectady, it is my right and duty to respect the rights of others as well as my own, to be fair and lawabiding.

I will not destroy lawns, gardens or any other property which makes for a brighter and happier city in which to live.

I will do my best to make Schenectady the best city in the United States.

The Civic Pride Campaign of the *Union-Star* addressed itself primarily to the correction of outward shabbiness. The newspaper printed illustrations and interviews depicting evil conditions. It followed these with illustrations and descriptions of well-kept sections of the city. It printed special articles of a constructive character by leading citizens, pointing to the excellent schools, the parks, the wonderful water supply, and the great opportunities. The newspaper mobilized four-minute speakers to address the parent-teacher and ward-improvement societies. It offered \$25 in gold for the best slogan, which the judges awarded to a minister's daughter who proposed, "Invest your best in Schenectady."

Through the months of April, May, and June, 1922, the organization work went forward, and many yards and dwellings were improved. The paint-up, clean-up program was put into execution. Slides were obtained from the State Department of Education at Albany, showing the "before-and-after" conditions in other cities and how a small expendi-

ture could make a beautiful garden. These slides were used in community meetings.

The culmination of this phase of the Civic Pride Campaign came on the Fourth of July, when a mammoth Community Picnic was held in the city's largest park. This was in line with the "safe and sane Fourth," but it went a degree further than mere repression of fireworks—it provided a positive and patriotic civic expression. The chief of the fire department organized the transport system, drafting the local trolley company, the Boy Scouts, and the Red Cross organizations. The city government appropriated \$1,000. From every quarter of the city the trolley cars converged on the park. and the spectacle was presented of thousands of school children with bands and flags marching into the park to the amphitheater, where a flag raising, singing, and a brief patriotic address were held. Ward by ward the children then marched to tables numbered for the wards, where a committee gave each child all the ice cream he or she wished, this expense being part of the city's contribution to the festivities.

With such an impressive exhibition of public spirit as had been manifested from the time the *Union-Star* began its campaign, the Schenectady Board of Trade gathered courage. It long had been a quiescent organization with a few hundred members. In the fall of 1922, instead of continuing with the Civic Improvement Society, a modern Chamber of Commerce was developed, which, in November of that year, had more than 1,200 members at \$25 a year.

Since that date the Chamber of Commerce has been instrumental in financing a million-dollar hotel for Schenectady. It assisted in financing a new chapel for Union College, which will cost about a half-million dollars. The city has installed a most modern lighting system. The Community Chest has been established. The new Erie Boulevard has been opened, occupying the space which for long had been an unsightly empty ditch—the old Erie Canal. The Chamber of Commerce in 1924 conducted a Progress Exposition which amazed even the citizens. The city-planning idea has been adopted, and a new Y.M.C.A. building will be undertaken soon.

The service of the *Union-Star* in this program of city building was to generate, discover, stimulate, correlate, and guide public sentiment toward community progress.

Auburn, Wash., is a town of about 4,250 half way between Tacoma and Seattle. The city has the usual number of luncheon and civic clubs and a Commercial Club. Formerly, whenever one organization started something for the good of the town, the others, instead of cooperating, would stand back to see how it would go. The Globe-Republican, a weekly paper, made the suggestion editorially that a Community Council composed of three members from each of the ten organizations, including the churches, should be formed with the object of tying up all community-improvement enterprises. The Council was formed and it is now serving its purpose of unifying the community spirit. It recently got behind a plan for a city park and the idea was endorsed by the voters with a three-fifths majority.

BEAUTIFYING THE CITY

"Beautiful Evanston, the dirtiest city in America."

This line, set in display type in a two-column box, was the opening gun in the campaign of *The Evanston* (Ill.) News-Index to compel city authorities to clean up the streets and alleys in the staid suburb of Chicago. Beneath the caption were printed the names of the mayor and the aldermen, with their addresses and telephone numbers. The reader was informed that these men were responsible for the unsightly conditions and was urged to write to them or call them up.

One of the reporters for *The News-Index* became an "alley sleuth." He found that many homes with imposing fronts were unsightly in the rear. He snapped pictures, regardless of the owner's standing in the community. These pictures were printed, with names of owners. Several pictures showed the dirty alleys in the rear of aldermen's homes. The reporter found that some cleaned up, but when the first publicity waned the condition reverted to its original state. His return trips and photographs told the story. But in condemning, he always had words of praise for the neighborhoods which kept

clean alleys. He likewise showed photographs of alleys he regarded as good examples.

As a result, the city for the first time in many years was stung to action. Eleven warrants were issued for delinquent owners. Among the names was that of Albert H. Bowman, publisher of *The News-Index*, the man who had started the campaign. He stood trial on two charges and paid his fine along with the other defendants.

Mr. Bowman says:

Sensational publicity has its use if the cause is good. We had tried investigation of the alleys with published reports in the news columns and editorial comment without avail. The public and the city alike turned a deaf ear. But the moment we charged Evanston with being "the dirtiest city in America" civic pride was awakened and we got action and got it fast. The campaign for clean streets and alleys promises to be as successful and worthwhile a service for the city as we have ever rendered during the fifty-one years the paper has served the community.

A little Iowa town was dying. The editor started a column headed "Clean Up." He ran an item about every broken sidewalk, every hole in the street, and every vacant lot used as a dumping ground—said it all was a pity, but kept the column strictly impersonal. After that had simmered a while he started alongside it another column headed "Improvements." In it he mentioned, with a word of personal praise for the doer of the deed, every tree planted, every barn reshingled, every house painted, every woodshed whitewashed, every cement walk laid. That town is alive again.

President Harding's paper, The Marion Daily Star, is credited with having done much for the beautifying of Marion. Up to the time of our entry into the war, The Star was running annual beautifying contests in which the paper offered premiums from \$5 to \$50, and aggregating from \$500 to \$600, for the most artistic properties, and best-kept lots, the best assortment of flowers, the best lawns, and the best vegetable gardens, with a sterling vase worth almost twice the aggregate prizes as the sweepstakes. In order that undue advantage might not go to people of wealth, The Star made

three classifications of properties: the first ran up to \$2,000, the second up to \$5,000, and the third from \$5,000 upwards, the same line of premiums being awarded for each group.

When it is realized that there were from 300 to 500 entries in each contest and that in every section where a resident was grooming his property for the prize five or six lots on each side reacted to the impetus, it is obvious what the general effect has been on the city of Marion.

The Grand Rapids Press carried on a campaign for lawn development and landscape gardening. The Press offered liberal prizes for the prettiest lawns and the best landscape gardening, selecting the judges very carefully, picking those who were intelligent about and interested in the city-beautiful idea. These judges made a thorough review of the city, went on trips of inspection, making lawn surveys, and their reports, which were made over a period of years, set forth in a comprehensive manner just what Grand Rapids was doing in the way of improving its lawns and gardens. These lawn contests were conducted five years and then were dropped because the paper had reason to feel that the object was accomplished, namely, the focusing of the thought of the citizens upon the city-beautiful idea.

City beautifying offers an attractive field of service for every editor. There are few undertakings which are easier or which, when completed, offer more concrete and encouraging evidences of good work done. Furthermore, results are cumulative for the newspaper and for the town. Success in a beautifying project will make later and more significant enterprises easier because of the prestige acquired. The city, taking greater pride in itself, will reach out to the next improvement.

While an editor may have in mind a number of things that should be done to beautify the city, it is best to push only one thing at a time. He might begin with a prize offer for the best lawns. In this connection he should publish interviews and feature stories on the experience of people who have been most successful with their lawns. Much depends on the climate, soil, rainfall, and drainage. The lawn campaign might be followed

in a few weeks with a campaign for window boxes. the fall the editor could arouse interest in waste paper receptacles. Soon thereafter he might enlist a civic organization in decorating the lamp standards with evergreen at Christmas. This might be followed with the suggestion that the lamp standards should support flower bowls containing beautiful group plants in summer. A clean-up and paint-up campaign might be started in the spring. In the summer the emphasis should be placed again on beautiful lawn and artistic shrubbery and flower beds. In the fall the newspaper might broach the subject of underground conduits for wires in the business streets. This question should be brought up every time a street in the business section is paved. The removal of telegraph poles will make a great improvement in the appearance of the city. As soon as possible the idea should be extended to the residential section. Paving of alleys, removal of old wooden backyard fences, and daily garbage removal might be targets for future campaigns.

Shade trees and forest trees need the protection of an alert community editor. It would be no small service if newspapers would establish an association, in the public mind, of paved highways with shade trees. Every time a highway is paved, a community newspaper should urge farmers to plant trees along it. Most Americans who travel in England are impressed with the beauty of the English highways bordered with stately elms.

We are, at best, a bit slow about tree planting in this country; France began systematic tree planting along its national roads in the reign of Francis I, more than 300 years ago. Indeed, France has a national register of trees planted on the main state highways, which she has kept since 1599. The last census showed 2,950,238 such trees shading the French national roads. Tree planting is recognized as an integral part of road building. When a contract is let for a new state road, the specifications include the trees to be set out, and the contractor is responsible for his trees for two years after he sets them out; if they die he is obligated to replace them, and he is not paid in full until the two years have

elapsed. It is a wise system, one which America, in its growing interest in the conservation of its natural resources, would do well to emulate. Communities would not find a municipal nursery an expensive luxury. Rather it would be an investment that would pay large dividends in civic beautifying and comfort. In Arbor Day the American editor already has a national occasion for tree planting. Arbor Day activities at present, however, in most communities at least, are confined to the school grounds. It remains for the editor to make the day an occasion for tree planting along highways and streets and on lawns.

Virtually every community has men of means who are interested in trees. Every editor probably knows such men. A merchant of Kenosha, Wis., presented the school children of his city with trees, with instructions for their planting and care. Several years later a careful canvass showed that 934 of the trees were planted and still living. A few such gifts should make a city more beautiful each year.

The Ravenna (Ohio) Republican recently printed two stirring editorials on the crime of cutting down trees in public places. A giant elm that stood at the intersection of two main residence streets was condemned by public officials and cut down. Nobody had complained against it, and it was not in the path of any public improvement. "The tree," said the editorial in The Republican, "after years of growth and service, seems to have been sacrificed at a whim."

Every city of 10,000 should have a shade tree commissioner or city forester. Trees suffer from a multiplicity of enemies. It has been estimated that there are 10,000 species of parasites in Central Park. Private individuals are as helpless against these pests as against human armies.

CITY PLANNING AND ZONING

"If an architect is employed to build a house, why should amateurs try to build cities?" asks Charles Zueblin in his book, "American Municipal Progress." Every city, no matter how small, should have a city plan with zoning features. A thousand dollars or several thousand spent in the employment of a

civic expert is the best investment a city or a group of public-spirited citizens can make. No newspaper should allow its community to proceed without a plan.

The city-planning movement in the United States received its first great impulse from the Chicago World's Fair in 1893. Fundamentally, the idea back of it is that a city should provide for the future while correcting the errors of the past. Hitherto American cities have grown haphazardly. In an editorial on the Bethlehem city plan the Bethlehem Globe said:

It is regrettable that years ago we had not had a better eye for the combination of the useful and the beautiful, but we were children a half century ago and like children acted according to the mood of the moment without any thought of the effect of our actions on the city of the present.

Failure to provide adequately for future needs is costing taxpayers millions of dollars annually.

The city plan of Dallas is due directly to the efforts of George B. Dealey, president of *The Dallas Morning News*. He not only started it, but has guided it. In February, 1909, Mr. Dealey read a paper on city planning before a Dallas club. He called attention to the modern ideas that were being adopted by other cities and the defects that everybody saw in Dallas. This paper attracted much attention. In the following May a National City Planning Congress was held in Washington, and Mr. Dealey instructed the correspondent of *The News* to give special attention to the proceedings and to write a series of letters placing emphasis upon whatever was of direct interest to Dallas.

These articles were clipped from the columns of *The News* and sent to twenty-five of the most thoughtful and public-spirited citizens of Dallas, with the request that they write out their personal views on the subject and offer suggestions that applied to Dallas and other Texas cities. The responses were published in the columns of *The News*. All of them expressed a strong desire to see the improvements undertaken as promptly as possible. *The News* kept hammering away on the subject. Each issue of the paper contained arguments

and opinions from citizens as well as from the editor, and many valuable points were developed in that way.

In January, 1910, believing that the time was ripe, Mr. Dealey called into conference L. O. Daniel, the president of the Chamber of Commerce, and J. R. Babcock, secretary. It was arranged that a definite plan should be presented to that body at once. This was done on January 27, when a resolution was unanimously adopted committing the Chamber of Commerce to a general remaking of the city for the purpose of correcting its defects and improving its physical appearance as far as possible.

A special committee was appointed to provide ways and means for fully organizing the movement, and the first step was a mass meeting addressed by J. Horace McFarland of Harrisburg, Pa., president of the American Civic Association, who devotes his entire time to such work. Mr. McFarland came to Dallas, delivered a lecture on city planning, and met nearly all the leading citizens, whom he inspired with much valuable advice. The immediate result was the City Plan and Development League and the appointment of a committee of forty to represent it. Its members were divided into subcommittees to take charge of various branches of the work. One committee was created for public hygiene and sanitation. It dealt with all problems involving a cleaner city, proper disposal of wastes, cleanliness of streets, public places, and buildings, enforcement of the health laws, and the tabulation of statistics leading to the prevention of disease. Another committee had charge of city and district housing. Its job was to provide practical and economical designs for sanitary and attractive houses suitable for laboring men. Other committees were created for municipal art and design, parks and playgrounds, transportation, suburban extension, city beautifying, and education.

In April, 1910, only three months after the movement was started, Dallas, at a special election, voted an issue of \$1,300,000 in bonds to carry out the plans. The city was able to put the plan into speedy effect because it has the commission form of government. Before the city plan went into effect it would

have been difficult to point out to visitors any particularly attractive and beautiful parts of Dallas, but now the city has 200 miles of paved streets, a \$5,000,000 union station, with a beautiful park in front of it, and a handsome residential section. Streets have been widened and dozens of parks and parklets have been developed. The spirit of the city has changed as a result of the city plan, and people are enthusiastic about its effects. / As a direct result of city planning, one of the most significant improvements anywhere in the United States took place when the T. & P. railway tracks were eliminated from the heart of the city, where they had been for fifty years. A belt line was built round the city to take care of all trains. Pacific Avenue, formerly a narrow, hideous railroad way, is now a handsome street 80 feet wide and beautifully lighted at night. The improvement of the street led to all kinds of other improvements, such as the erection in it of an eighteen-story Medical Arts building to house doctors and dentists.

If a city cannot be brought to the point of accepting an entire city plan, a zoning ordinance at least should be urged by the newspaper. In a certain Connecticut city, on an elmshaded avenue, there was an old colonial residence. Its owner received an offer for it last year, but let the matter wait while he took a trip to Europe. When he returned he sold his residence for \$10,000 less than the offer. In his absence a public garage and gasoline station had been erected next door, changing the residential character of the neighborhood, spoiling the street, and costing the neighborhood altogether about \$100,000 in reduced values.

In the same city there was a small private school in the heart of a lovely region of lawns and white-columned residences. The school failed and the building became a clothing factory, containing screaming cutting machines which ran all night. That change cost the neighbors possibly half a million. Happily the town awoke and is adopting a modern zoning ordinance to protect its homes from such invasion by stores and factories and to confine business to suitable places. ¹ Zoning is the answer to the unkemptness of our American

¹ Mowry, Don E.: "Community Advertising."

communities. The organized source of this movement for zoning is the National Municipal League. Only about fifty cities have adopted zoning thus far. There is ample opportunity for many communities to change their unkemptness through the adoption of a zoning ordinance. Here is a rich field for service by the editors.

Under the third Samuel Bowles The Springfield Republican carried on a long, unwearying campaign to make a more beautiful city. A series of articles on city planning was written by Francis E. Regal before Springfield had a city-planning commission. The extended Court Square Park on which Springfield's remarkable municipal group—a unique architectural conception—today looks out is due to the appeal for private subscriptions which The Republican made in 1902.

Mr. Bowles urged the removal of the railroad tracks from Springfield's river front on the Connecticut. His purpose was to beautify the river front with an encircling park system.

Nothing has been more encouraging to the leaders in civic progress than the interest which pupils in the public schools have evidenced in city planning. In many cities pupils write essays on the subject of local improvements. There is promise of a veritable crusade on the part of the rising generation for the recovery of rights permitted to lapse.

While city planning is becoming familiar, village planning has hardly started. Yet it is needed as much as city planning, and it is usually easier. The Department of Agriculture says that 20,000,000 Americans live in villages and 30,000,000 farming people use them as buying centers and for social purposes. Thus nearly half of our population is directly interested in villages, and perhaps half the rest is interested indirectly, because of occasional visits.²

The American village is usually uglier and less adapted to its function as a center of community life than is the average foreign village. The American who visits Europe and sees

 $^{^{1}\,\}mathrm{Hooker},\ \mathrm{Richard}\colon$ "The Story of an Independent Newspaper," p. 195.

² Nason, W. C.: "Rural Planning, The Village," Farmers' Bull. 1441, U. S. Dept. Agr.

the country is usually charmed by the rural village and shocked by his own when he returns. There is seldom anything done about the matter except when some allotment company undertakes to remodel a village near a large center by the expenditure of considerable money.

Village improvement need not take much money ordinarily, and it need not be an adjunct to real estate speculation, though it is sure to pay in increased land values and commercial profits. Dumps can be abolished or hidden, ugly roadsides can be covered with shrubs or grass, old shacks can be torn down, hideous billboards can be driven from natural beauty spots and the vicinity of good business structures, pavements can be mended, streets can be widened, trees can be planted, houses and stores can be painted, better places of assembly can be provided, and intelligent plans can be made for future growth. The chief requirement is initiative on the part of a group of public-spirited residents. Of this group, the country editor, emulating the example of George Dealey of Dallas, should be the leader.

COMMUNITY HOUSES

Americans must live democracy as well as talk it. To live democracy, every person in a neighborhood must learn about common problems, must discuss them with his neighbors, and must cooperate in solving them. That is the simple idea of the community center, an idea which may be summed up in the phrase, more cooperation between all neighbors in the community.

Community center activities constitute the most effective aid an editor can obtain in a community building program. Not infrequently an editor will find that all his suggestions for community improvement fall upon barren ground. While many people will admit that the things he is advocating would be good for the city, they say that it will be impossible to make the improvements—that the town doesn't want them. Such a town needs to be made community conscious. It needs an opportunity and occasions for all people to gather to become acquainted and to be made to feel that they are all

part of one social group. In short, a community center is needed.

A community center is both an idea and a device. As an idea it means community fraternalism. As a device it may enable a community to know itself, its problems, and something about their solution. In its essentials it is a place plus a leader. In this it resembles the old town meeting of New England, the agora and lyceum of the Greeks, and the forum of Rome.

What the place for discussion will be must depend upon local conditions. School houses are commonly used. Yet in some communities the recreational features sought in the community center make the use of school rooms impractical. Then a community house must be built. A separate building for this purpose also has the advantage that it stimulates greater interest in community center activities. People will attend out of curiosity, which they are not likely to do when meetings are held in the school.

A mere editorial suggestion or even a campaign for a community house is likely to fall flat unless an editor at the same time can suggest a practical method for financing it. Sol Lewis, editor of The Lynden (Wash.) Tribune, was able to do Mr. Lewis advocated the erection of a community gymnasium and auditorium and suggested a financing plan by which it was possible to erect a \$10,000 building. The building is of concrete. It has a hall that will seat 1,500 and is suitable for theatrical performances, community meetings, and basketball games. The building was financed by the sale of \$25 tickets, payable \$5 monthly, admitting the holder to all high school athletic events held in the gymnasium for five years. The plan is similar to that used in financing the University of Washington stadium. It is very effective when applied to small city movements of this kind. Lynden had little trouble in raising its fund to a point big enough to warrant building the structure, and it would seem that other little cities might find the same plan of value.1

¹ See "Plans for Rural Community Buildings," a bulletin of the U. S. Department of Agriculture, and "The Community Center," a bulletin published by the Extension Division of Indiana University.

A few years ago there was an unused Y.M.C.A. building in Northfield, Minn. Herman Roe, editor of the *Northfield News*, suggested that the building be remodeled for a community house. This was done and the community house now has a public assembly hall, an office for the community nurse, a ladies' rest room, and a room for civic clubs and farmers' clubs.

These two instances of community houses erected at the suggestion of editors indicate the wide variety of purposes for which the houses may be used. In the community house should take place all discussions of public questions, all debates, orations, political speeches, and conferences on welfare subjects. Here should be formed organizations for town beautifying, disease prevention, and child welfare. The community house should offer facilities for organized play and recreation for adults, such as reading rooms, art exhibits, inspirational addresses, concerts, recitals, drama readings, story telling, motion pictures, exhibitions, banquets, folk dancing, and other social occasions of endless variety.

In a small city one house will be sufficient for an entire community, but in a larger city neighborhood centers will be necessary to foster the neighborhood spirit without which there will be only the aimless irresponsibility of separate groups. In addition to the neighborhood centers, in a large city there should be an auditorium large enough to seat thousands. The Kansas City auditorium is the result of the efforts of *The Star* as far back as 1893. The campaign for this auditorium continued for five years. When public sentiment was ripe William R. Nelson, owner of The Star, called a public meeting, at which \$21,000 was pledged to the building fund. Then followed a series of concerts and other entertainments, all fathered by The Star, and when \$225,000 had been obtained Convention Hall was built. On Washington's Birthday, 1899, John Philip Sousa raised his baton and the first concert was given, to the largest audience ever gathered in the Southwest.

Within a year this great hall burned, and The Star helped in another campaign which rebuilt the hall within three months, in time for holding in it the first national political convention ever held in Kansas City.

Other means may be used effectively to supplement the community house as a factor in stimulating community coherence. A municipal Christmas tree and Christmas celebration will have universal appeal. Some communities have a permanent living Christmas tree growing near the community house. Instead of a few scattered Thanksgiving services, Kalamazoo, Mich., held a municipal Thanksgiving. A Boy Scout parade and review was held in the morning, followed by a monster mass meeting, presided over by the mayor and a committee of clergymen, newspaper, and business men.

Hallowe'en offers another occasion for a municipal celebration. Danville, Ill., suffered from Hallowe'en depredations. No gate was safe, fences were burned, and gangs of rowdy boys enjoyed themselves by making trouble of every kind. One of the newspapers suggested that, if Hallowe'en must be celebrated, why not celebrate it with one grand, big masked frolic that would replace the mischievous fun with innocent fun. The Chamber of Commerce offered prizes for unique costumes and a monster parade was held. The next year the celebration was enlarged and special trains brought in people for 50 miles around to see the frivolity.

Many communities have found that a city or town flag helps to stimulate interest and pride in the home town.

REWARDING PUBLIC SERVICE

On January 4, 1920, The Birmingham News announced that it would give a \$500 loving cup each year to that citizen of Birmingham who had been most useful to his city during the year. It was announced that there would be no restrictions whatever as to age, sex, creed, race, class, or kind of service. Each of seven civic organizations was asked to name a representative to serve on the board of award. On December 1, the paper opened its columns to public nominations of candidates for the loving cup. Hundreds of letters were received, naming fifty-four individuals from various classes and kinds of service. The award was announced early in January, 1921. The board

of award was not limited to persons suggested in the public nominations.

The first year the cup was awarded to a minister of the gospel, humble and Christ-like in manner and action, who had served the whole community unselfishly and unostentatiously for more than thirty years. The second year it was given to a great philanthropist, who had given several hundred thousand dollars during that year to educational and philanthropic causes. The third year it was given to a woman who had devoted her life to building and developing the Alabama Boys' Industrial School. The fourth year the cup went to the city and county health officer, a man who had accomplished wonders in the face of the greatest obstacles.

Each year a great public presentation has been held. The whole idea has been a fine influence for unselfish public service. The details of the plan have been given by *The News* to more than a hundred newspapers and civic organizations in other cities, and it is now in successful operation in a number of places.

The Centralia (III.) Sentinel is an example of a smaller newspaper that rewards the person who has done the most for the community. In 1922, Verne E. Joy, publisher of the Sentinel, announced that he had set aside \$100 for a silver loving cup to be awarded annually. Readers of The Brownwood (Tex.) Bulletin are asked every year by the editor to write a 300-word letter on what they think constituted the best service to the community in the last twelve months. In this letter they are not allowed to mention the name of anyone who may be a candidate, but with the letter they may send to The Bulletin a coupon casting a vote for the man who, in their opinion, deserves recognition. The man with the most votes receives a certificate showing that he has been voted the most useful citizen of the year.

START SOMETHING!

1. Call a meeting of people interested in civic improvement and arrange for speakers to present the outstanding needs of the city. An Indiana city of 15,000 is now launched upon a five-year improvement program as a result of a series of three such civic revival meetings held

within a month. Several doctors and charity workers showed the need for a county tuberculosis hospital; an architect and the secretary of the Chamber of Commerce urged the adoption of a city building code; the commander of the local post of the American Legion spoke on the need for a municipal auditorium; and other citizens advocated a five-year play and recreation program. The fact that the program is spread over five years does not make the financial burden unreasonable.

- 2. Many newspaper slogans are not worth more than passing notice. The *Houlton* (Me.) *Times*, however, has adopted one that promises to become a community rallying cry, "A good way to make the world better is to begin with the home town." *The Vancouver Sun* asks, "Help *The Sun* Build Vancouver."
- 3. Large and small papers everywhere can aid in perpetuating the memory of heroic deeds in American history. Nearly every community has sites where important events took place. Hal Trovillion, editor of The Herrin (Ill.) News, has started a movement to mark the route of the famous march of George Rogers Clark from Fort Massac to the site of old Kaskaskia. Not only the great events in warfare, but the achievements of inventors, scientists, authors, and artists in times of peace should be honored likewise. If the community is the birthplace of a man who has gone out into the world and made his mark, the editor should arouse the town into taking steps to perpetuate his memory.
- 4. C. E. Broughton, editor of *The Sheboygan* (Wis.) *Press*, has offered to present to each locality in his county a tablet suitably inscribed to be placed as a marker of some historical event, provided the spot be beautified and that school children participate in the unveiling program.
- 5. "One hundred years from now unless protective measures are taken, probably the man who goes to a library to consult today's newspaper will find a mass of sawdust streaked with traces of ink," says H. M. Lyndenburg of the New York Public Library. The newspaper is one of the most important sources of history; yet newsprint paper will not last. Newspapers of the Revolutionary Period printed on rag stock are clear, sound, and legible today. Commendable is the policy of The Brownstown (Ind.) Banner which prints one copy of every issue on rag paper for the County Historical Society. Newspapers should either do this or else see to it that libraries use modern protective measures.
- 6. Every town, no matter how small, should have a Commercial Club. If there is none, it is the editor's duty to start one. In the average small town it is easy to start a Commercial Club, but hard to keep it going. Most clubs languish for lack of something to do. The editor should be ready to suggest community improvement projects that will keep everyone busy and interested.
- 7. The Sun conducts a contest every year for the prettiest suburbantype garden in Baltimore. In order to stimulate appreciation of beauty spots in the Hoosier state, The Indianapolis News offered \$600 in prizes

for photographs taken by amateurs. Two hundred of the best photographs were published in a special 32-page rotogravure supplement. Every section of the state was represented in the contest, and the pictures showed the variety of scenery in the state.

- 8. Are all the houses in your town numbered? A good system of numbering saves hundreds of dollars in delivery costs and delays which the consumer must pay. Are your streets marked? Tourists will think better of your town if they are.
- 9. To prevent useless tearing up of newly paved streets and pavements, Toledo posts an advance notice reading: "Legislation has been passed for the improvement of this street by paving. Work will start on October 20. Water, sewer, and gas connections must be made at once as no street-opening permits will be issued for three years."
- 10. When the citizens of St. Charles, Mo., wished to beautify the slopes of the municipal reservoir, they held a community planting bee under the direction of the Chamber of Commerce. Citizens sent in lists of trees, shrubs, and flowers they were willing to donate and then nearly a thousand persons turned out to help.
- 11. The Civic Club of Charleston, S. C., held a Plant Exchange Day, when 20,000 plants changed hands. People having a surplus of any one kind of flowers or plants brought them to one central place for exchange.
- 12. Dayton, Ohio, has a municipal greenhouse which supplies plants for the city parks, boulevards, bridge boxes, and schools.
- 13. A "Save the Trees" campaign was carried out by the school children of Rockford, Ill., in cooperation with the superintendent of parks, superintendent of schools, and the newspapers. October 28 was set aside as Tussock-Moth Day. The city was divided into districts and twenty-five pupils were assigned to discover and destroy the egg masses of these enemies of foliage. Display cards showing moths, with instructions, were placed in store windows in every part of town.
- 14. There is a right way and a wrong way to set out and care for trees. Those people who have been successful with trees will gladly give material for feature articles on how best to care for trees in their community. It will be worth while to print advice obtained from similar authoritative sources on lawns and flowers.
- 15. For a number of years women in a Michigan town have been making huge flower gardens on vacant lots in the town. They have the lots plowed, dragged, and raked, and then broadcast zinnia seed. In the summer the lots become great variegated sheets of bloom.
- 16. Washington, Pa., made a civic survey through the help of Boy Scouts, who obtained the following information on each building: name of owner or occupant, address, what may be needed to improve the appearance of the house, the outbuildings, or the fences, condition of the sidewalks, yard, street, alley, and data on vacant lot if there is one

adjoining. The boys were divided into squads and circus tickets were offered to the boys in each squad who turned in the best and most complete information.

- 17. A Civic Cooperation Club of boys and girls of Kenosha, Wis., in association with the Chamber of Commerce, cooperates with various city departments in reporting conditions in different parts of the city.
- 18. A publicity stunt for clean-up day is a Clean-up Parade. In Denver, employees who help keep the city clean and healthy paraded with their equipment as well as all civic bodies interested in a clean city. Many a citizen realized for the first time what it takes to keep a city clean.
- 19. The editor might suggest a "Waste Paper Day" similar to that at Brainerd, Minn., where the school children collect all the waste paper of the community and pile it into a street car for shipment and sale. About a thousand dollars is realized through this project every year.
- 20. The garbage problem of Westerville, Ohio, was solved by selling tickets good for the collection of a 10-gallon can of garbage. The tickets were 10 cents each, or twelve for \$1. The system was successful because it is fair to all. Worcester, Mass., operates a municipal piggery, and the income from the sale of meat pays for the cost of collecting garbage and operating the farm.
- 21. Cass Lake, Minn., has a target committee which provides citizens with objectives for civic thought and action. The "target" may be a creamery, a cannery, good speakers, or whatever will develop the entire county.
- 22. School playgrounds are often unsightly because of the lack of shrubbery and trees. Call the attention of the school board to the cooperation they might give to the city-beautiful program.
- 23. A community club for anything has its main value in the word "community."

CHAPTER II

DEVELOPING PARKS AND PLAYGROUNDS

Parks were originally made for royalty. The idea of parks for the general public is a comparatively new one. Until the middle of the nineteenth century people had to use the cemeteries if they wished to enjoy grass and trees. Central Park in New York City is said to have been the first park created for the public.

No newspaperman has given more illustrious service in behalf of parks than Colonel Nelson of The Kansas City Star. Soon after he founded The Star in 1880, Colonel Nelson started to advocate the reservation of a certain amount of land for park purposes. He laid out a definite line of editorial policy for the campaign for parks. He obtained all the available details and particulars of park acquisition and maintenance in other cities. He devised plans of procedure and methods of attaining the best for the greatest number in the character and location of the pleasure grounds. The apportionment of cost and the manner of payment were inexhaustible themes. Leading citizens were converted to the cause and enlisted in Engineers were employed by Mr. Nelson to make studies of parkways and boulevards and to secure practical information about their construction. He had a park law drafted and backed it to the point where the state Supreme Court poked a potent foot through it; undaunted, he went immediately to work upon another which should be less attractive to the Supreme Court toe. Every argument was presented in every conceivable form, over and over and yet over again.

After a few years of this ceaseless agitation it began to dawn upon a certain element of the community that *The Star's* argument was not mere prattle, but the precursor of facts and action. That "certain element" was largely composed

of wealthy landowners—men made rich in spite of themselves by the increased value of their farms as the city overflowed upon and around them. The proposal to provide lawns and woods and meadows and playgrounds and flower gardens for the people met with no approval from those gentlemen, amply endowed as they were with woods and meadows of their own, if not with playgrounds and flower gardens. A surprisingly large number of them came out of the tall grass, where they had been eluding public notice and subscription lists, and with great energy began throwing brickbats at Mr. Nelson and The Star.

A movement to oppose city beautifying was organized. Public meetings were held and orators engaged to attack the man who was regarded as responsible for the extravagance. In the fight were enlisted many home owners who really believed that the building of these improvements would entail an expense that would sweep their homes away and ruin them. "Confiscation" and "robbery" became their watchwords.

"What do we want of breathing spaces when half the town is vacant lots!" exclaimed the anti-park orators.

People who had burned trees for firewood could see no glory in them. They ridiculed in every conceivable way the "Baron," as they dubbed Mr. Nelson, who saw beauty in trees and flowers and parks and shady driveways. How Colonel Nelson carried on the fight is told in the book, "William Rockhill Nelson, the Story of a Man, a Newspaper, and a City":

The Star was very considerate of those enemies of parks. In fancy it organized them into a "Hammer and Padlock Club," the suggested symbolism being a hammer wherewith to beat the life out of all public improvement projects, and a padlock with which to protect the pocketbook from invasion. The Star invented amusing orations for them and devised many a merry quip and laughable cartoon for their entertainment.

The spirit of progress finally won. A comprehensive scheme, proposed by the first park board under the courageous presidency of A. R. Meyer, was adopted. Gradually the town saw the new vision, and Kansas City's superb system of parks and boulevards, with the

noblest park of all, the gift of Thomas H. Swope, soon became a reality, and those who had been objectors became the champions of parks.

Long before there was a park law or a park system in Kansas City, Mr. Nelson undertook to make Warwick Boulevard an object lesson to the people. Along it he planted elm trees, which his studies had convinced him were the best shade trees for Kansas City.

After his death, one of the moving letters that came to *The Star* was from a woman living on that street, who wrote that for her the monument to his memory was the great elm tree of his planting that stood before her door.

Before arriving at the conclusion that the elm tree was best, Mr. Nelson had made a study of the merits of other kinds of trees. In particular he experimented with the broad-leafed laurel, to see whether it would grow in Kansas City. He had his own nurseries in which trees were planted and their growth carefully noted. He studied the methods of transplanting trees so that Kansas City might not have to wait for trees to grow along its boulevards, but might have them planted there full grown for the benefit of the generation already on earth.

He studied grasses and sods with the same exhaustive care, to determine which kind was best for the ornamentation of grass plots between pavements, and his researches into the best kinds of flowers and shrubs for street and park ornamentation covered that subject in all its ramifications.

He imported squirrels from adjoining states and turned them loose in the parks to add to their attractiveness and to ruralize them.

Colonel Nelson's interest in parks was not confined to Kansas City. He held that if parks were good for that city they were good for every city and for every town. He had pamphlets printed showing the advantages of parks for small towns, and sent them out by thousands. If he learned of a town that was talking of getting a park, he would send a member of his staff there to encourage the people and to stir up their civic pride by writing in *The Star* about it.

HOW "HOG ISLAND" BECAME A PARK

The Detroit News has played an important part in the transformation of what in 1879 was known as "Hog Island" to the Belle Isle Park of today—a park famed world wide as

one of the most beautiful and best developed. While vesselmen urged that the island be used for railroad yards, *The News*, then only a few years old, urged its purchase for a park. There was considerable opposition to the project, based chiefly on the ground that the site was inaccessible and too far distant from the city. In both the news and editorial columns of the paper the purchase was advocated zealously, and in 1879 the sale was consummated and it became the first unit of the present park system. The editor of *The News*, M. J. Dee, became a member of the commission which developed the park.

But the fight for Belle Isle did not end with the passing of the title to the city. A New York landscape architect drafted plans for improving the new park, which The News vigorously attacked. The plans contemplated a series of canals $5\frac{1}{2}$ feet deep with precipitous banks, which, it was pointed out, would be dangerous for children. The aggressiveness of The News' opposition forced abandonment of the architect's plans, and, instead, canals $3\frac{1}{2}$ feet deep were built with gentle slopes and the swales were transformed into lakes. From the start the paper had a consistent plan for development of the island so as to preserve the natural advantages of wood and stream rather than to create an artificial park.

Even when The News' plan was adopted, another battle had to be fought. Real estate interests concerned in the development of the Grand Boulevard sought to have public moneys for the improvement of the park diverted to the boulevards. A resolution was introduced into the city council to sell the park. The News deluged the council with such a flood of adverse interviews that the resolution was not pressed. Then to meet the criticism about the inaccessibility of the park, the paper set about to create sentiment for a bridge.

In 1897 there was unveiled at Belle Isle, the Newsboys' Fountain, a gift from *The News*. Recently *The News* donated funds for the development of a new woodland trail.

In 1908 Bay City, Mich., needed a new hotel. Its chief home of transients had burned. Local pride suggested that when a new hotel be built it should be ahead of the times and should be so attractive that it would draw tourists. The site of the old hotel was available, but there was nothing in itself to commend it. Five hundred feet to the west was Saginaw River, the widest short river in the world. The stream was hidden from view by a row of brick blocks, of old construction, but filling their purpose. The highest was three stories and the others two stories. An informal meeting of influential citizens and well-wishers of the city was held to discuss the hotel and its prospects. At that time someone suggested that if there could be a clear view to the river the outlook would be much more presentable. On the quiet options were obtained on the entire row of buildings.

The Times Tribune then took up the matter of creating sentiment in favor of the purchase of the property and changing it into a park. At first the people thought the move too radical, and next to impossible of achievement. By hammering away argumentatively, W. H. Gustin, managing editor of The Times Tribune, brought about a change of sentiment. At a special election the voters authorized an issue of bonds which would provide money for the purchase of the private interests and to develop the park plan. It was shown that the merchants who would be routed out would have to have stores elsewhere, and several new blocks in other parts of the business district were erected to accommodate them. It was shown that the value of the new property to be placed on the tax roll far exceeded that of the land condemned for the park.

A landscape magazine recently characterized the park as "the most beautiful small park in the United States." It lies on the river in the heart of the city. It is the meeting place of open-air conventions and celebrations. It has been a good advertisement for the city. The hotel was built to overlook the park and river, and it has been a great success. A four-story addition is now being completed which will afford eighty rooms, a convention hall, and other accommodations not planned in the main building.

While Seattle is famous as an ocean port, it does not have a salt-water park. In the spring of 1924 the commissioners of King county told Ray W. Felton, editor of *The Star*, that a 90-acre tract of land along Puget Sound could be obtained for

park purposes for \$18,000. The state park board had only \$3,000 left from its biennial appropriation. *The Star* undertook to raise the balance by voluntary contributions from among its readers.

Two Wisconsin state parks are directly traceable to the work of H. E. Cole, publisher of *The Baraboo* (Wis.) *News*. About 1908 there was danger that the celebrated Man Mound near Baraboo might be destroyed. Dr. A. B. Stout of the New York Botanical Garden, formerly of Wisconsin, and Mr. Cole started a movement for the creation of a state park around the mound. *The News* pushed the project along until a state park was established. Mr. Cole also was influential in creating Devil's Lake State Park.

Mr. Cole gave assistance in the creation of Fairy Dell Park on trunk highway 33, several miles west of Baraboo, and at the present time is campaigning for a small park at Skillet Falls and another at Palfrey's Glen in Sauk county.

Mr. Cole has been intensely interested in local and state history. He is the author of "Stagecoach and Tavern Days in the Baraboo Region," president of the State Historical Society, and president of the Sauk County Historical Society. He has created in the Sauk county court house a museum of much local interest, and has been instrumental in placing seven tablets in Sauk county, marking places of historic interest.

A newspaper's duty is not ended when a park is purchased and laid out. Constant vigilance is necessary to see that parks are not used for other purposes. In the eighty years since Central Park, New York City, was purchased there have been fourteen efforts to use parts of it for other than park purposes. In general, the newspapers of New York have presented a united front against these attempts to use the park as a site for a stadium, a circus ground, or an outdoor theater, as a boulevard, as a site for a reservoir, as a garage, or as a landing field for airplanes. The New York Times in March, 1918, printed a diagram showing how Central Park would look today if all the various suggestions had been carried into effect. Similarly, in Superior, Wis., The Evening Telegram has saved

Billings Park from being cut into lots for docking frontage. At another time it was proposed that public buildings be erected in the park. *The Telegram* always has expressed forcefully its opinion that Superior needs the mile of lake frontage more as a park than for anything else.

Until the end of the nineteenth century a natural park was usually an afterthought in the life of a city. Even today cities are not sufficiently appreciative of the necessity for an adequate park system. Park experts are generally agreed that no city in the country has truly adequate park facilities. Cities are usually satisfied with a few meager, dust-covered squares scattered through the business section and certain large acreages in inaccessible locations, used principally for athletics and picnic parties, whereas the park system of a city should include:

- 1. Small parks or squares.
- 2. Playgrounds.
- 3. Parkways or boulevards.
- 4. Outer parks.
- 5. Rural park.

The automobile has changed the whole plan and purpose of city parks. As far as automobile owners are concerned, the need of big parks within or just outside the city limits is greatly lessened. The people who have the greatest need for improved parks and recreation facilities today are those who do not own automobiles, who live in the crowded sections of the city, where there are few open spaces. They do not demand or need large parks. What they want and should have is small parks—from 1 to 5 acres—located within easy walking distance of their homes, where the children can play ball and other games and the older people can enjoy a bit of grass and shade.

Any city that does not have the five essentials of a park system which have been mentioned should obtain them without loss of time. If it delays, the sins of the father will be visited on the children. It will prove a costly lack of vision to postpone purchase of park sites. Central Park's 840 acres cost \$6,664,500 in 1857. Fifty years later New York had to pay \$5,237,000 for 10 acres.

Few newspapers have a definite policy with respect to the extension of city park facilities which is in keeping with the constant increase in population. Few papers have editorial writers who have specialized in park and recreational subjects. The entire field offers to the newspaper an inviting and important public service.

RURAL PARKS AND TOURIST CAMPS

While it is conceded generally that cities need their parks and playgrounds, the fact is often overlooked that recreational facilities are just as necessary in rural communities. Years ago when farmers were economically self-sufficient they were also socially self-sufficient. There was the husking bee, the barn raising, the quilting party, the harvest festival, the singing school, and other community festivities. With a change in economic conditions came a change in the social practices, and now the farmer finds it necessary to go to the city for his amusements. In the city he finds nearly all amusements on a commercial basis.

Recreational and social life in rural communities should have the same attention that is given to it in urban communities. Parks, athletic fields, and picnic grounds should be established. Recreation and outing places, spots of natural beauty, and places of historic interest should be preserved for the use of rural people. These should be a part of the rural plan and should conform to and be based upon the laws of good order and good design. Rural beauty and civic art should be protected and encouraged.

The park idea is winning its way in rural centers. The disappearance of the forests has made almost imperative the creation of parks where rural people may go for relief from toil and for amusement and recreation. Rural communities are realizing this. There are many instances where farmers are taxing themselves voluntarily or contributing free labor in order that they and their children may enjoy the benefits of such retreats. Newspaper editors should see to it that rural communities without parks will become as rare as cities without parks.

Farmers near Niagara, N. D., have a model community park. Years ago the members of the agricultural club asked themselves why it should be necessary for farm boys and girls to have to go to the town athletic field for baseball, basketball, and other athletic sports. They were dissatisfied because they had to go to private groves whenever they wished to have a community gathering or a picnic. A stock company, the Bachelor's Grove Community Park Association, was organized. The sum of \$2,200 necessary for the purchase of 11 acres of land was raised by issuing stock at \$25 a share. Ninety-five per cent of the shares were bought by farmers.

Farmers did all the work of clearing the ground, fencing it, and building a kitchen and a refreshment parlor. Succeeding improvements included a baseball park, ice house, engine house, check room, lavatories, cement walks, tables and picnic benches, and an electric lighting system for buildings, grounds, and the approaches.

There is no set program for the use of the park. Lodges, churches, and societies use it for picnics. Scores of family picnics are held every Sunday. A supervised dancing course is offered to the young folk and a summer Chautauqua entertains the older people. The park also has become popular for meetings of high school societies, boys' and girls' clubs, and reunions.

Farmers are enjoying similar community parks at Wamego, Kan., Sauk county, Wis., Gregory, S. D., and many other places.¹ In some cases the money is raised by direct taxation, in others stock companies are formed.

No rural community should be without its recreational center. Ferrero says: "We shall have to learn anew how to do great things in small communities." If we might, there would be no problem of city drift. The city's lights have no unfair advantage over the pageant of the seasons as it can be viewed in a wooded grove. The appeal of the outdoors is a strong one and is not renounced willingly.

¹ "Rural Planning," Farmers' Bull. 1388, U. S. Dept. Agr. Editors whose communities lack recreation centers should write for this bulletin. It will suggest material for editorials and news stories.

The editor who would aid his community in becoming an attractive place to live in should:

- 1. Keep before the public the value of a well-planned village as to civic centers and good street plans, gateways, parks, playgrounds, public buildings, private residences, water fronts, street and roadside trees, lawns, elimination of dump heaps and ugly billboards, improvement of vacant lots, etc., with emphasis on the fact that plans and financing should cover a long series of years ahead.
- 2. Campaign for the preservation of local spots of natural beauty, historic interest, and distinctive types of native scenery before they are absorbed by private interest, emphasizing the fact that they can be acquired now at less expense than later. We should interest not only town officials but civic and social organizations, and stress what the community itself can do at little expense.
- 3. Use his columns for reprints of articles published by periodicals and persons interested in the subject and by the state and United States departments of agriculture and state universities.
- 4. Assist in bringing in speakers on subjects relating to rural planning, civic art, country beautifying, etc., at Chautauquas, homecoming celebrations, fairs, lecture courses, county agent meetings, school and church celebrations, etc.
- 5. Get the local preachers interested enough to bring the message of beauty and order to the congregations. Arouse school boards, officials, and teachers in the subject to the end that it may be emphasized in the curriculum of the classroom, school meetings, and places where school men naturally lead.
- 6. See that the local library is stocked with a sufficient number of books and publications of an elementary nature along these lines and that the librarian keeps them in circulation also.
- 7. Concentrate on the Commercial Club, to the end that it may be realized that the subject is as important as bringing in a new factory.
- 8. Interest well-to-do people who have money to give or leave for the benefit of their home community.

The commercial advantage of a tourist camp is so generally recognized today that the community editor will find little opposition to his suggestions in this direction. Once it has been decided to open a wayside camp, the next question is, Where? Here the editor can be of assistance by offering his advice, which will be based on the experience of other communities. In general, it has been found that the best and most lasting wayside parks today are those which serve local town and country folk as well as folk from afar who halt to pitch camp for the night in a quiet, sheltered spot.

Most wayside parks naturally are established along the great trunk highways. Wherever possible, then, these sites should be so chosen that they will preserve, both for now and for the years to come, the beautiful things of nature. A spot which gives a view across a landscape framed by large trees or an inspiring survey of the country from a hilltop is well selected. A fine piece of virgin timber or of second-growth timber can be preserved to add to that tree-growing area which every farming community should have to aid in tempering weather conditions. Places of historic interest within a state also can be marked and saved. Even a bit of otherwise waste ground can be brought into play by farmers, and this can be made to act as a forest and a game preserve as well as a camp fire site.

In the coulee country of Wisconsin is the county of La Crosse, made famous by the tales of Hamlin Garland. This county has set aside sixteen wayside parks from 1 to 5 acres in size. Most of these were given by public-spirited citizens to be play and picnic grounds for the communities in which they live and to extend the welcoming hand to the stranger who motors that way.

PLAYGROUNDS

The judge and his friend were discussing fishing and the great outdoors. It was spring and they felt the urge to play.

"When do you start on your vacation?" the judge was asked. He looked a bit wistfully toward the woods on the edge of town. "That depends on the playgrounds," said the judge. "If they open this summer, I can go away. If they don't, I'll have to stay on the job in town."

The judge presided over the destinies of the city's Juvenile Court.

He explained why it was that his vacation depended on the playgrounds.

"If they open, the youngsters will be kept off the streets and out of mischief. If they are not opened, the boys will roam at large looking for their fun. And, where boys play in the streets, there are broken windows, false alarms of fire, hydrants turned on. And, very often, worse things happen."

That playgrounds are an important factor not only in the physical but also in the moral well-being of Young America is an established fact. T. Earl Sullenger, professor of sociology in the University of Omaha, has found, as a result of a study of how Omaha people spend their leisure time, that of the homes from which, during the last two years, one or more child delinquents have come 88 per cent are more than half a mile from the nearest municipal playground. A judge in Chicago said:

Statistics mean nothing to me, for usually they are undependable, but these are statistics that are absolutely irrefutable. It has been found in the city of Chicago in every case where a study has been made that juvenile crime has increased as the distance from the playground increased.

A study of Juvenile Court cases coming from the vicinity of the recreation centers of the Chicago South Park Commission indicated that after the small parks had been operating for two years the south side showed a decrease in juvenile delinquency of 17 per cent, while the rest of the city had increased its delinquency 18 per cent. In a certain restricted area in the vicinity of the stockyards, a portion of Chicago supposed to be the most difficult, but where play facilities had been provided most adequately, juvenile delinquency showed a decrease of 44 per cent during the period in which the small parks had been opened.

In St. Paul, Minn., it was found by careful survey that most of the delinquent children appearing in the Juvenile Court came from a certain congested district of the city. A social center was opened there, and in a year delinquency was reported reduced 50 per cent.

Another reason for the city playground is found in this fact—more than 20,000 children were killed on the streets last year.

Several papers, notably The New York World, The Minneapolis Journal, The Milwaukee Journal, and The Detroit Free Press, have a definite policy for the development of playground sports. For nineteen years The World has advocated athletics in the public schools. The World provides field days in each of the five boroughs. In 1924, 133,000 boys participated in the separate school meets, and the final meet brought out 3,500 contestants. The World awarded silver and bronze medals to each school and a silk banner to the winning school.

Approximately 7,000 boys learned to swim in *The World's* swimming classes in 1924. Nearly 3,000 children raised flowers and vegetables in 1924 in competition for prizes offered by *The World*. When the New York City playgrounds were first opened, *The World*, in conjunction with the Bureau of Recreation of the New York Parks Department, put in a system of organized play. On 135 playgrounds in the summer of 1924, 12,000 boys and girls competed for prizes in various competitive games offered by *The World*. Two hundred boys' baseball teams competed for *World* prizes on fourteen fields on Manhattan in 1923. In addition, *The World* keeps alive an active interest in walking and skating clubs.

General Wingate, head of the New York Public School Athletic League, has said of *The World* playground policy: "More than a million boys have been made stronger, healthier, and happier by being able to participate in contests fathered by the newspapers."

The athletic promotion program of *The Minneapolis Journal* includes a prize for the boys' team that wins the city basketball championship, a prize for the winners of the boys' ski tournament, and prizes for the winners of the city grade school track and field meet. Thirty-eight teams were entered in the city

grade school basketball championship games of 1922. Winners in the district games received pennants while the grand champions received a cup.

What is believed to have been the largest gathering of school children in the United States was held in Detroit last summer when 140,000 children attended the Tenth Annual Field Meet of the Detroit Public Schools. This event is fostered by *The Free Press* and operated through the Health Education Department of the city Board of Education. The entries for athletic competitions totaled more than 11,000.

The Birmingham Age-Herald last summer awarded gold medals to field day contestants in the city's playground organizations to stimulate interest in the outdoor recreation of Birmingham's children.

The Grand Rapids Press recently sent a reporter over the country to study municipal golf and he wrote a series of articles showing what was being done the country over. The result of this was to stimulate the interest of the park commissioners and of the City Commission, and though it was felt that no large expenditure should be made at this time, The Press itself induced a local wealthy citizen to turn over a large tract of land and to contribute himself a sum of money to be used for development purposes, and thus a start was made for municipal golf.

A few years ago *The Elgin* (Ill.) *Daily Courier* started an annual skating event. This is held yearly, in January, in Lord's Park, east of the city. The best skaters from Chicago participate. It is estimated that 8,000 attended the last event. No charge is made spectators. It is conducted by the Elgin Skating Association, which is practically *The Courier*, with payment of bills guaranteed by *The Courier*.

The Chicago Tribune initiated the movement for a great pier for commerce and recreation, now a reality in the Chicago Municipal Pier.

The Milwaukee Journal organized an amateur athletic association in 1909 and devoted more than a page of news a week to popularize the back-lot games. An informal organization was directed by the sporting department of The Journal.

It continued until 1919, when the association had grown to cover practically every field of sports and a formal organization was needed. After ten years of promoting and encouraging children's games the association was turned over to the Board of Education of the city. Today more than seventy-five baseball clubs belong to the Milwaukee Amateur Athletic Association. Basketball, football, skating, track, indoor baseball, golf, and even bowling are included in the club. The Journal has not forgotten its interest in the sand lot and in spite of the fact that space is growing more and more valuable more than five pages a week are devoted to amateur sports.

Annual tennis tournaments are held in New Bedford, Mass., for a silver racquet given by *The Evening Standard* to encourage athletic activities among the mill and shop girls. *The Standard* introduced this contest because young womanhood had been neglected in all tennis activities in southern Massachusetts, whereas women players were winning distinction elsewhere.

The community recreation program of a newspaper should not be confined to children only, but should include adults as well. There is a close relation between community recreational facilities and community morale. If the editor, working through the recreational committee of one of the numerous existing Community Clubs, can get people to play together, it will not be so difficult to get them to work together on community problems. Here is a list of the activities that might be considered:

Community playgrounds. This is the fundamental recreation feature.

Mass play.

Competitive games.

Hikers' clubs.

Gymnasium work.

Organized play groups.

Community singing.

Community motion pictures.

Holiday celebrations.

Pageants and carnivals.

Home-talent plays.

The newspaper's lack of interest in playgrounds may be due largely to an insufficient knowledge of what constitutes a complete recreation program. It is far more than a vacant lot. In nearly every community with a population of 8,000 or more there is need of a man or a woman who shall give full time to thinking, planning, and working for the best possible use of the leisure hours of men, women, and children. Community leisure-time programs should continue throughout the entire twelve months of the year. It is the responsibility of the entire community to maintain recreation opportunity for all the citizens and, therefore, the recreation program, as early as possible, should be supported through public taxation under some department of the local government.

Even though the beginning of a city or town recreation program be children's playgrounds, other features ought to be added progressively from year to year, until music, dramatic activities, discussion of public questions, training for more intellectual uses of spare time, and other valuable activities have been included, so that all ages and all kinds of people may find vital interest. Adults, through music, drama, games, athletics, social activities, community, and special-day celebrations, should find in their common interests the opportunity for a common community service. Around every new school built, a certain minimum amount of space should be provided for the play of the children. Nearly every new school building should have an auditorium, preferably on the ground floor. and should be so constructed that it is suited for community effort, if there is no community house. If a suitable meeting place for community groups is not available in the schools or elsewhere, a community building should be provided through community effort.

Each child under ten years of age living in a city or town should have an opportunity to play upon a public playground without going more than one-quarter of a mile from home. Every community should provide sufficient space for the boys of the community to play baseball and football. Every boy and every girl ought to have opportunity, either on his own home grounds or on land provided by the munici-

pality, to have a small garden where he may watch the growth of plants from seeds which he has planted. In new real estate developments not less than one-tenth of the space should be set aside for play use, just as part of the land is set aside for streets.

IN BEHALF OF SCOUTCRAFT

In striking contrast to the indifference of many American newspapers toward playgrounds is the great interest shown in the Boy Scout movement. Thousands of columns of publicity are given to the activities of the Scouts every week. Many papers give a page a week to Scout news. Often space is given to letters from scribes of each of the troops. It is not the author's belief that less publicity should be given to the Scouts but rather that the city playgrounds, since they are more democratic and reach all children, should receive as much attention.

The 6-acre camp of the Boy Scouts of Milwaukee is the gift of *The Milwaukee Journal*. The camp is a short distance west of Milwaukee and the equipment consists of a large cabin with two stoves and a fireplace. The camp was given to the Boy Scouts in 1923 without restrictions of any kind. The Scouts volunteered to call it Camp Journal.

The Marinette (Wis.) Eagle-Star in 1921–1922 took the initiative in raising a fund of \$16,000 to finance the Boy Scout movement for two years. An organization was perfected by the citizens, which was headed by an aggressive business leader. The managing editor of the Eagle-Star was vice-chairman. First-page editorials appeared every day for three weeks. These were reinforced by local and other stories regarding the Scouts. The campaign, which was carried to successful completion, was declared at that time to be the most notable one of its kind in the country, because of the comparatively large sum raised in a city of 15,000.

Milton A. McRae, who for almost forty years was associated with E. W. Scripps in the ownership of a chain of newspapers, was one of the founders of the Boy Scouts of America. For the last fourteen years he has been connected actively

with the Boy Scout movement as member of the Executive Board and as vice-president of the national organization. There were practically no Scouts in Detroit when Mr. McRae first became interested in Scoutcraft. He was the first president of the Detroit Council. Today there are more than 4,000 Boy Scouts in Detroit.

START SOMETHING!

- 1. Medina, Ohio, turned an old cow pasture into community tennis courts.
- 2. If your town is not on water, advocate the building of a municipal swimming pool. If on water, have a town bathing beach fenced in or supervised and equipped with diving boards. Every park should have a wading pool.
- 3. When Flint, Mich., wished to change an old garbage dump into a public athletic stadium it called for volunteers to do the work. A great parade through the business section ended at the stadium grounds, where picks, shovels, music, and refreshments awaited the enthusiastic citizens. People worked in two-hour shifts. There is a lot of volunteer work in your community ready and waiting for leadership to bring it out.
- 4. See that your schools, whether rural or city, have permanent play-ground apparatus and supervised play periods. Basketball, volley and baseball, tennis, croquet, giant stride, teeters, and swings should be on every school ground. Foster field days to encourage physical training.
- 5. To obtain funds for playgrounds, Norwalk, Conn., formed a "Norwalk Carnival Association, Inc.," and held a carnival in which the most prominent firms and people of the city took part together with the children. Colored seals advertising the carnival were sold and the entire profits turned over to the Playground Association.
- 6. As the municipal playground of Portland, Me., cannot be used in winter, the Recreation Commission provides winter playgrounds in its improvised skating rinks, which the fire department makes by flooding open spaces. Certain unused streets are entirely closed to traffic and are turned over to the children for sledding and coasting. Other streets are closed to traffic from the hours of three to six.
- 7. Better have many small parks scattered through the city than one large park many miles away. Children won't go far away to play. Many cities are planning small "nature spots" covering only a few blocks.
- 8. Many a town has permitted its parks or playgrounds to become run down and unattractive. Why not hold a Park Improvement Day as El Paso, Ill., did?

- 9. Have you enough seats in your parks? If not, let your manual training classes design and build suitable benches with the name of the class inscribed.
- 10. Take every opportunity in your newspaper to emphasize the need for supervision and direction of play for children and young people.
- 11. The custom of a long summer vacation is peculiar to America. It is a tradition that has been handed down from the days when American life was primarily agricultural and children were needed to help with farm work. Now that American life has changed it is the duty of the editor to direct public opinion to an endorsement of directed play and recreation for children in the summer. Pageants, field days, parades, etc. should occupy the attention of young folk.
- 12. The Nebraska State Journal has proved a "junior stadium" in an open space across from the newspaper building where sports and election parties are held. Bench seats accommodating several hundred have been erected.

CHAPTER III

POINTING THE WAY IN AGRICULTURE

"Dear Editor: Please help me buy a pig."

Years ago this serio-comic appeal was received by Arthur Capper, owner of *The Topeka Daily Capital, The Kansas City Kansan, Capper's Farmer*, and half a dozen other publications, from a youngster living on a desolate farm. The child's wish was gratified and from one little pig came many, and relative prosperity for a striving lad.

But the letter had an even more important effect. It was the start of the Capper Pig Clubs for boys and the Capper Poultry Clubs for girls. Mr. Capper goes into partnership with the members of these clubs by lending them enough money to start pure-bred pens. Having lent more than \$100,000 without security, Mr. Capper recently proudly announced that he had not lost a cent through such financing. He has won the friendship of thousands of aspiring children.

A similar project has been undertaken by the Reporter and Farmer of Webster, S. D. In order to encourage diversified farming and better live stock, J. J. Adams, publisher, gave away to boys and girls in Day county two pure-bred bulls, two pure-bred rams, three pure-bred boars, and nineteen pure-bred cockerels. One animal or bird went into each township, with the understanding that they were not to leave the county for six years. This was followed with an offer to duplicate any cash prize which any one of these animals might win at a county fair. This offer was made to encourage perfect care of them. Mr. Adams makes it a point to visit the farms and talk with the boys and girls who own the stock.

For several years *The Minneapolis Journal* has been offering scholarships worth \$100 to the five boys or girls who stood highest in all the calf clubs in the state in each of the five

classes, Holstein, Jersey, Guernsey, Ayrshire, and Brown Swiss. These scholarships are good at the College of Agriculture of the University of Minnesota or any other agricultural school. In addition, *The Journal* sends the thirty-three boys or girls who rank next highest to the International Live Stock Exposition in Chicago. All expenses are paid by *The Journal*.

Every year the Janesville (Wis.) Daily Gazette presents silver cups worth about \$150 to the winners of contests among the Sheep, Calf, Pig, Baby Beef, and Cow Clubs of Rock county.

The Indianapolis Star gives six college scholarships of \$100 each to members of the boys' and girls' farm clubs of Indiana as a part of the work to be done by those clubs at the Indiana State Fair. The purpose is to stimulate interest in the agricultural extension movement in the state, of which the boys' and girls' clubs form an important part.

FARM NEWS PAGES

What is farm news? It might be defined as "experiences of some farmers that will interest others and accounts of the agricultural tendencies and possibilities of the rural community in which the paper circulates." The best farm news digs below the surface and throws up the subsoil. It plows deeper than the humdrum of Farm Bureau meetings, pest contests, Grange programs, club prizes, and institute speakers. All these should be thoroughly, accurately, and interestingly reported, of course. And a paper would be giving service if it confined its efforts merely to this. But the editor who wishes to be a constructive force in community building should go further. He should make these surface indications of what is going on merely the openings for deeper delvings into underlying causes.

For instance, if the county agent brings a crop specialist from the state university and announces a series of meetings for the discussion of sweet clover, this will be routine farm news. But when the meetings reveal that greatly enlarged acreage will be devoted to sweet clover, that a total of 15,000 acres will be seeded, that the entire sweet clover movement

has developed in five years, when the county agent explains why sweet clover is admirably adapted to the county's soil—this will make a constructive farm news story.

In Wisconsin there is a country editor whose steady, persistent work in pointing out the agricultural tendencies and possibilities of his county have won for him the gratitude of his county and the high praises of state agricultural officials. Twenty-eight years ago W. H. Bridgman founded a weekly newspaper at Stanley, Wis., the county seat of Stanley county in the heart of the timber region of north central Wisconsin. A large part of the county was still an untrodden wilderness; farming was in a most rudimentary state. ing that lumbering was only a temporary phase in the county's development, and that its future lay in agriculture, Mr. Bridgman, two years after he founded the paper, began a definite farm news policy. His great service was the publication from time to time of special Stanley county editions devoted to agricultural promotion. For twenty-six years The Stanley Republican has pointed the way toward better farming methods. In that time the county evolved into one of the richest farming regions in Wisconsin. In 1919 Mr. Bridgman established a farm department in his newspaper. He was one of the first, if not the first, Wisconsin editor to run a regular farm department. In recognition of his services as a community builder, a testimonial of honorary recognition was given Mr. Bridgman in 1923 by the trustees of the University of Wisconsin.

Mr. Bridgman was one of the first editors to see the intimate relation between the town and country, between the prosperity of the farmer and business conditions in the county seat. More than that, he realized as long ago as 1898 that farm news is good news in a community where many of the readers are farmers; and that local farm news in no way infringes on the domain of the agricultural trade journal or the Experiment Station bulletin.

How may farm news best be obtained? Years ago the editor would tell his reporter: "Call on the bankers every day or so. They ought to be good for a lot of farm copy." While

bankers are interested in farm conditions and make it their business to know who is using progressive methods and who is not, the editor today goes directly to the farmer and the county agent for his news. These are his chief news sources. Occasionally, good stories or tips may be obtained from the managers of elevators, produce companies, creameries, condenseries, and officers of the township farm bureaus and farm women's clubs. Items sent in from country correspondents often contain the clew for good stories.

The paper that can put a man with training in both agriculture and journalism in the field has the problem of farm news more than half solved. Many papers have found that graduates of the state agricultural colleges make satisfactory field men. In some cases teachers of agriculture in high schools write farm news either as a side line or they leave teaching permanently for the job of instructing through the press. Some few county seat papers are so fortunate as to be able to get a farmer who can write interesting copy and who knows news. The Mower County (Minn.) News has, as the editor of its farm page, a farmer who is president of the wool growers' association. Such a man is not likely to offer the advice that Mark Twain gave when he warned against pulling turnips and advised sending a boy up to shake the tree.

Neither country correspondents nor county agents have, as a rule, proved to be good writers of farm news. The county agent is an excellent source for tips for stories, but he usually has neither the time nor the training to write. In Pike county, Ohio, the county agent regularly supplies editors with tips, of which the following are samples:

Calvin Bumgardner, Beaver, says: "I am getting 22 cents a dozen above the local market by shipping carefully graded eggs to the eastern market."

Charles Vallery near Painesville has some Pennsylvania Sure Crop with ears that measure 14¾ inches long. Ask him how he got it.

Material sent out by the state experiment station and the United States Department of Agriculture should always be localized to make it apply to local conditions and to give it local flavor. The editor should support agricultural programs worked out by agricultural committees of the county at the beginning of the year, and he should join seeing-the-county tours. Every editor would do well to maintain, for ready reference in the editorial office, a collection of all important popular bulletins and circulars issued by the state college of agriculture. He should also have a small agricultural library, including in it books of primary interest to farmers and others interested in farming. He should attend important agricultural meetings held within the paper's circulation zone, help banks in the agricultural advertising, and get acquainted not only with the county agent but also with the boys' and girls' club leaders and cooperate with them.

In many instances the farm news sections of newspapers have been a notable force in community development.

The cotton production in Dougherty county, Ga., fell from a normal crop of 20,000 bales to 5,000 bales in 1923 because of the ravages of the boll weevil. Farmers were in hard straits and thoroughly disheartened. John A. Davis, editor of *The Albany Herald*, when informed by agricultural experts that dusting with calcium arsenate would have saved the 1923 crop, determined that the effort should be made in 1924. The farmers were skeptical as to the value of any remedy against the dreaded pest and were inclined to let nature take its course. Three problems, therefore, presented themselves to Mr. Davis:

- 1. The proper method of controlling the boll weevil.
- 2. Informing the farmers of this method.
- 3. Restoring the farmers' confidence.

A meeting of country agricultural experts and others proficient in southern farm problems was called and a circular signed by these men was sent out, telling the farmer what to do and how to do it. This was followed by an aggressive campaign in *The Herald*. A screamer in red, "Southwest Georgia Must Lick the Boll Weevil," was run across the first page. In the same paper was a strong editorial calling upon the farmers to poison and to poison in the right way. The

paper also carried a two-colored advertisement, half-page size, of the Albany Chamber of Commerce, giving the simple method which any farmer could understand and use easily. For several days a red banner was carried on the front page, and editorials urged upon the farmer the importance of winning the fight.

In a few days *The Herald* augmented the appeal it was making to the farmers by publishing a series of half-page two-color advertisements from the leading business enterprises in the community, throwing behind *The Herald's* campaign the weight of endorsements from conspicuously successful enterprises in many lines of business—banks, wholesale houses, railroads, manufacturers, etc.

The effect of this campaign was felt almost immediately. Soon everyone in southwest Georgia was talking about the boll weevil fight. The merchants and supply people were sold quickly on the idea, and every time the farmer came in contact with these people he was urged to poison and to poison by the method which The Herald was advocating. Other papers in the territory took up the campaign and it became the all-absorbing topic of interest during the month of May when it was so important for the poison campaign to begin. About 87 per cent of the farmers applied poison this year by the approved method. There were fewer boll weevils in the territory than there had been in a number of years. "The Herald has never done anything which strengthened so much the good will it enjoys as the boll weevil campaign," said Mr. Davis

Several years ago the town of Puente, Calif., had a bad case of economic blues. Local people had lost \$30,000 in a bankrupt truck factory and about half as much in a bakery. Then the drought hit the district. At this point Timothy Brownhill, editor of the *Puente Valley Journal*, a weekly, decided in his own mind that farmers ought to have something on their ranches that would rise above the ordinary vicissitudes of the weather, something that would bring in a weekly income, even if frost or heat injured the walnut or orange groves or lemons, or the dry land crops failed because of foreign conditions,

something so that if financial troubles ruined the markets the farmer would not have all his eggs in the one basket, that he would have something to turn into cash to pay grocery bills, taxes, insurance, and other incidental expenses.

With this thought in mind a series of articles on poultry raising was started. The field was searched for the best material, and a good local angle given each story, the sole purpose being to stimulate the cash income of the farmers within the sphere of influence of the *Journal*.

Before the third article had appeared, a number of people in the valley had let contracts for the building of good-sized poultry houses. They put in good modern equipment. The *Journal* pulled the community out of the financial dump and turned its attention in a direction it had never thought of before.

The problems associated with the marketing of agricultural products are as important today as those associated with production. Five years ago *The Manchester* (N. H.) *Union and Leader* embarked on a campaign to promote cooperative marketing for the farmers of the state. Under the editorial leadership of *The Union*, a popular interest in waning agriculture was aroused long before the matter was agitated in Congress. The term "waning agriculture" is used advisedly. At that time the difficulties of farming in New Hampshire were so great that the leaders in business and agriculture were asking "What shall we do with our farms?"

Frank Knox, president and editor of *The Union*, made a special trip to Denmark and wrote a series of articles describing the cooperative methods in vogue in that country. Later, in the office of *The Union and Leader*, a group of men assembled who undertook the organization of the New Hampshire Cooperative Marketing Association. Later this action was confirmed at a dinner at one of the Manchester clubs given the *The Union and Leader*, at which the Governor, the Commissioner of Agriculture, members of the faculty of the state university, state Bankers' Association, state Manufacturers' Association, the Farm Bureaus, and the state Grange all participated.

Out of this larger meeting grew the Association which is now functioning successfully, doing a business of nearly a million dollars a year. Thus *The Union and Leader* provided the answer to the question, "What shall we do with our farms?"

DIVERSIFIED FARMING

For years Texas farmers have depended largely upon their cotton money to buy their feed. State and federal agricultural experts have deplored this practice. The Dallas Morning News in cooperation with the extension service of the Texas Agricultural and Mechanical College is now in the midst of a four-year crusade to teach Texas farmers that their farms must be made to produce feed as well as cotton in order that the cotton money may be left as a "clean cash surplus." This undertaking of The News is one of the most inspiring examples of the newspaper as a community builder. Community is here used in a large sense because what The News is trying to do is to revolutionize the agriculture of the state.

In order to attract the attention of all farmers in the state to the project, *The News* is offering annual prizes of \$3,900, including a grand prize of \$1,000, to whoever raises the most pounds of lint on 5 acres of unirrigated land. Last year 3,018 Texas farmers took part in the contest.

Behind the "More Cotton on Fewer Acres" contest is the plan of bringing about a complete change in the agriculture of Texas through increased acre yields of cotton, thus decreasing the acreage planted to cotton on the average farm and releasing land from cotton for the growing of feed and food crops.

The big element in the plan is that of competition. By offering prizes for highest acre yields farmers have been made to think about their production problems. They have learned that they can raise as much cotton on 5 acres as they frequently raise on 20 or 40 acres, thus reducing expense, labor, and time. The whole campaign will lead to a higher standard of living on Texas farms.

For 1925 a total of \$3,900 in prizes is offered as follows:

One thousand dollars grand prize by The Dallas Morning News and Semi-Weekly Farm News to the Texas farmer who raises the most pounds of lint cotton on 5 acres of unirrigated land.

Five hundred dollars in four prizes—\$200, \$150, \$100 \$50—for the most useful information contained in crop records kept by each entrant in the contest. The information which each farmer records at the end of the season is turned in to the Dallas News and becomes public property through its publication.

Two thousand, four hundred dollars contributed by the Dallas Cotton Exchange and the Texas Cotton Association in the following district prizes:

Five hundred dollars, first prize; \$200, second prize, and \$100, third prize for East, West, and South Texas for cotton measuring not less than government inch staple. This is to prevent the raising of too much short-staple cotton, toward which there has been a dangerous tendency in recent years throughout the country.

It is possible for the successful farmer to win the \$1,000 grand prize, as well as the \$500 district prize, and possibly the best crop record prize, or a total of \$1,700 for his effort on 5 acres. Besides, he may win his local cotton contest prize, provided he wins the state \$1,000 prize.

The contest has stimulated such wide interest in better farming problems that fifty Chambers of Commerce in as many counties have offered additional local prizes totaling \$60,000 for farmers to engage in competitive cotton farming.

The states of Oklahoma, Arkansas, and Mississippi have started similar cotton contests patterned after that of *The Dallas Morning News* and the idea is taking hold of bankers, business men, and land owners who realize that something has been wrong with cotton production for some years. The "More Cotton on Fewer Acres" contest is a common meeting ground for all people who are concerned in cotton or farming problems. As cotton is the major crop of Texas, its ills touch almost everyone's purse.

The results of the 1924 cotton contest have been published in a bulletin entitled "More Cotton on Fewer Acres," which is being sent to all who apply for it. It is in demand by business institutions, banks, and Chambers of Commerce and is used in the vocational agriculture courses in Texas schools to stimulate thought and action on the part of the coming generation of farmers.

The four-year agricultural program of *The News* will include other crops, such as corn and feed, and eventually live stock, thus leading to a "balanced" system of farming in Texas, making for greater wealth on the farms and in the cities dependent upon the farmers' prosperity.

For several months one of the "ears" of the Vernon Parish Democrat, published at Leesville, La., by George E. Cantrell, carried the slogan, "A mule can't pull when he's kicking." In the attempt to improve farming methods in the parish, the Democrat has carried on a veritable crusade in behalf of scientific methods and diversified crops. In the summer of 1923 the Democrat organized a tour of the country by business men and farmers. The party visited various farms where improved methods were in practice. Emphasis was placed on the possibilities in the kudzu plant, the value of dairy farming, the profits in sheep and goat raising, and in the returns from peanuts and sweet potatoes. Every week the Democrat features an agricultural story on the front page. In order to encourage early marketing of cotton, the paper offers an annual prize for the farmer who is the first to bring his crop to market.

In 1921 The Minneapolis Tribune began a campaign, which is still in progress, for diversified farming. Through Minnesota runs the boundary line between diversified agriculture and one-crop small-grain agriculture. To the north and west is the exclusive wheat, oats, and barley territory of the Northwest. Frederick Murphy, publisher, himself a practical farmer, foresaw in 1921 the economic conditions in the Northwest which are now engaging the attention of Congress and the business men of the country generally. It was obvious to him that, under present world economic conditions, with depleted soil and new small country grain areas coming into cultivation, the farmer of northern Minnesota, North and South Dakota, and eastern Montana would have to change his farming methods. An agricultural staff was added to the

editorial department of *The Tribune*. Men were employed who could not only write agriculture but also speak it. *Tribune* men have spoken all over the Northwest to business men and farmers from Chicago, to Missoula, Mont., in an effort to bring the Northwest wheat farmer into a realization of his economic surroundings. *The Tribune* was the prime mover in the initiation of the legislation known as the Coulter bill in Washington, out of which grew the Agricultural Credit Corporation, which is a joint governmental and private enterprise bringing some \$30,000,000 to the aid of the bankers and farmers in the wheat-growing areas of the Northwest.

In all cases where the editor is making a radical departure in agricultural promotion he should cooperate closely with the extension division of his state agricultural college. More harm than good might easily result from too great encouragement of side lines, as, for instance, when the farmers in one middle western state set out more than enough fruit trees to take care of the needs for ten years. In many cases a preliminary survey will be advised by agricultural experts before a promotion campaign is undertaken.

MODEL FARMS

Col. Nelson, founder of *The Kansas City Star*, was convinced as early as 1890 that the best plan for a permanent prosperity of the Middle West and the Southwest lay in live stock on all farms. His study of live stock conditions also convinced him that only the best live stock was profitable. He bought an 1,800-acre tract of land 30 miles east of Kansas City and named it Sni-a-Bar farms. No fine buildings were constructed. It was not to be a rich man's show place, but a business demonstration. The homes were lighted electrically, because the Nelson idea was that the farmer, his wife, and children should have electric lights and current for power, so that labor-saving machinery, which would require power, might be used. Running water was placed in the houses because the business man in Mr. Nelson cried out against the economic waste in hours and

energy spent in carrying water into the house from spring or well. Inside toilets were installed for sanitary reasons.

Then the stage was set for the live stock activities of the farm. Four hundred common red cows were bought on the Kansas City market—cows that had been sold by the farmers of Missouri, Kansas, Iowa, Arkansas, Oklahoma, Nebraska, and Colorado. These cows were taken to the farm. There they were mated with good pure-bred sires. When calves came, the females were kept, mated with other good, pure-bred sires, and the process repeated over and over.

The results of the first cross of pure blood with the common red cows were startling in the improvement shown over the mothers. The second and later crosses were accompanied by certain refinements, more outstanding quality, and resulted in the production of animals that brought higher bids.

The common sense method of producing better live stock on the farm has been taken up by other Kansas City business men. Through the Chamber of Commerce cooperating with the active county agricultural organizations, 2,500 scrubs have been replaced with pure breds. Once each year all persons interested are invited to be guests of Sni-a-Bar farms. Cattle showing the various stages of development are placed in pens built for that purpose. They range from original red cows to choicest fat steers, some of which have won championships at the big western fairs, waddling under their load of choice cuts of meat.

Men from agricultural colleges, cattle feeders, and sometimes representatives of the packers point out the various changes made, show where the good cuts of meat come from, their increased quality as the quality of the animal is raised, and why prices are better for the good animal than for the scrub. Widely known speakers, led by the Secretary of Agriculture, point out how the lessons taught may be applied on farms. A Kansas City caterer serves truck loads of lunch at the expense of the farms. Farmers drive to the meeting from five states. And each year brings an increasing number who are grading up their herds in the Sni-a-Bar way.

The Nelson demonstration has sought to impress on the farmer that he, the farmer, might profit by practicing business methods on the farm—by producing a higher quality, better selling, more valuable article at the same expense used to produce an inferior one which would command, by its inferiority, a minimum price.

These farms and their equipment Mr. Nelson gave to the

people to be used for their benefit after his death.

The agricultural development of the territory tributary to Kansas City was Mr. Nelson's special concern, and he would send a reporter any distance to learn and tell how one man had succeeded better than his neighbor in growing corn, or how the apple yield had been increased by pruning or spraying, or how a man had grown better lettuce or peaches or strawberries. When a farmer's wife in western Kansas won first prize in a butter-making contest, he sent a man there to get her story of how she did it. He sent a man to the dairy districts of the North to get information valuable to the farmers of the Southwest. When it was announced that a man in Wisconsin was doing a successful dairying business with forty cows on 40 acres, "a cow to the acre," he sent a reporter there for full information about that. Through the columns of the weekly edition of The Star he interested the farm boys of the country in corn-growing contests for prizes offered by him.

What Colonel Nelson did on a large scale at his Sni-a-Bar farm, J. D. Bacon, owner of the Grand Forks Herald, Grand Forks, N. D., is doing on a smaller scale, but with equally effective results for his community. Mr. Bacon has established a model farm for the purpose of demonstrating the practicability of diversified agriculture and the value of using pure-bred live stock. Fred Heiskell, managing editor of The Arkansas Gazette, is using his farm near Little Rock to demonstrate terracing as a method of soil conservation and to show farmers the financial possibilities in grape culture.

SUPPLYING WEATHER REPORTS

One of the most important, if not the most important, service performed for agriculture by an American newspaper was that of the San Francisco Chronicle in demonstrating that weather warnings could be made as useful to the farmer on land as to the mariner who goes down to the sea in ships.

In the early eighties, the *Chronicle* was engaged in the work of stimulating the orchard and vineyard industries of California. In this connection the paper had made a study of the difficulties that confronted the man who attempted to engage in the culture of citrus fruits and grapes. In common with everyone who gave the matter any attention, the *Chronicle* recognized that, if the science of meteorology could be developed to the stage that would permit forecasts to be made a sufficient time in advance to permit warnings to be sent to producers, much might be done to minimize the hazards of the horticultural and viticultural industries.

In 1887, what is now known as the Weather Bureau was a corps of the United States Army. Its chief function at that time consisted in warning the mariner of approaching storms. Colonel, then Lieutenant, W. A. Glassford was in charge of the Signal Service in San Francisco. He was enthusiastically in favor of expanding his work to include a weather report for the farmer. The appropriations for the Signal Service, however, were so small that it was impossible for him to do this. The Chronicle stepped in and at its own cost erected more than a hundred bulletin boards in various parts of the fruitgrowing region and arranged for daily displays on these bulletin boards of the predictions of the chief signal officer in San Francisco. Local interest in the dissemination of these weather reports was so great that steps were taken promptly to utilize the information. By various devices, such as the raising of flags, blowing of whistles, etc., the countryside was acquainted quickly with impending changes. The demonstration was a thorough success. It was continued three months at considerable cost to Mr. de Young. Soon Congress was being bombarded by the horticultural interests of California to maintain the service permanently, which was finally done, and today some 200 observing stations send telegraphic reports to the central office of the Weather Bureau of the United States Department of Agriculture and this Bureau, in turn, flashes its forecasts to all parts of the country.

In order that the newspaper might at all times have available accurate information concerning temperature and precipitation, The Mason City (Iowa) Globe-Gazette a year ago bought the regular government cooperative observer's equipment consisting of a shelter, a mercurial maximum thermometer, an alcoholic minimum thermometer, and a rain and snow gage. No subject, perhaps, is more universally interesting that the weather. From its meterological records, The Globe-Gazette obtains an authoritative daily weather story. At the beginning of each month a story is printed summarizing the weather of the previous month.

HEALING COMMUNITY SORE SPOTS

While it was generally customary a few years ago to run farm news in a special section or on a page by itself, it is now regarded as better to avoid departmentizing this class of material. The farmer is likely to resent the implication that he is different from anyone else in the community, that his news requires special treatment. Furthermore, a distinction between city and country news only serves to accentuate the friction that often exists between farmers and city people. Scattering farm news throughout the paper has the additional advantage that it brings farm problems to the attention of town people, who, whether they realize it or not, are in the typical county seat town, quite directly dependent on the prosperity of the farmer. Says Dr. W. M. Jardine, Secretary of Agriculture:

One of the greatest needs of American society today is that city dwellers be accurately informed concerning the facts of agriculture and rural life.

This need is almost as great as that of aiding in the dissemination of information for the purpose of helping rural dwellers solve their problems.

Rather than emphasize the differences between farmers and city people, a newspaper should strive by every means possible to merge and identify their interests. Instead of writing "farmers and business men," every editor would do well to

follow the style of Don C. Wright, editor of *The Crane* (Mo.) Chronicle, who puts it "farmers and other business men." Mr. Wright has been instrumental in reorganizing several of the typical small-town Commercial Clubs into community clubs in which farmers are taking an active interest. D. D. Bruner, editor of *The Industry* (Ill.) Press, has brought his community to the point where farmers are invariably included in community enterprises. Four of the township high school directors are farmers. The annual horseshow is managed by farmers and their wives. Half the members of the band are country people. Farmers are elected to lodge offices and church trusteeships. The "feeling" which formerly existed has been eliminated almost entirely.

Recently the United States Chamber of Commerce called a conference of business men in eight southwestern states to discuss the question, What can the man in town do to help the farmer and to win his friendship? F. D. Farrell, president of the Kansas Agricultural College, said that for thirty years farm leaders have been setting the farmer against the town until now many farmers feel that the salvation of agriculture depends on the farmer getting wholly away from the town. The city man must prove he is a friend of the farmer before he can win the farmer's friendship.

A. J. Meyer, head of the Agricultural Extension Division of the University of Missouri, asserted that if Chambers of Commerce wished to help farmers they must take farmers into their councils, and not think they have done all when they appointed an agricultural committee composed of four business men and one farmer. He pointed to the example of Ottumwa, Iowa, as an ideal illustration of cooperation. The Ottumwa Chamber of Commerce includes 180 farmers among its members.

In Leonardville, Kan., a prairie village with a population of about 400, John M. Best runs the *Leonardville Monitor*. Mr. Best declares:

¹ MacDonald, A. B.: "Bridging the Gap," The Country Gentleman, May 30, 1925, p. 23. For other suggestions on this topic see "Mobilizing the Rural Community," a bulletin published by the Extension Service of the Massachusetts Agricultural College, Amherst, Mass.

The interests of Leonardville and of the surrounding community are identical and not conflicting. The only excuse for the existence of this town or any other is to render service to its environment, and for this service just compensation must be returned. One of the first obligations of the editor is to promote cooperation and to eradicate suspicion. Many communities get the false impression that the village exists simply to prey upon the needs of its environment, but such suspicions are entirely groundless wherever the village activities are conducted upon the right basis of true service, compensated only by legitimate profit. There are two tasks which the editor must meet adequately or fail dismally: First help to put the village activities, commercial and otherwise, upon a firm basis. Second, having accomplished this, to win the loyalty and effective cooperation of the entire community.

Two years ago the little village of La Moure, N. D., was in a bad way. The ill feeling between the farmers and the people in the town had developed into something close to hatred. Business was so bad in town that grass had just about begun to sprout in the streets of La Moure. Then W. C. Taylor, editor of *The La Moure County Chronicle*, startled the town. with this editorial:

If there is a town in North Dakota that needs to be taken by the scruff of the neck and shaken till its teeth rattle, it is La Moure, to rouse it out of its lethargy.

It is sound asleep.

Here we are, a town of a thousand people in the heart of the James River Valley, as rich an agricultural region as there is on the earth, and instead of going ahead we are going down the toboggan slide. Things are getting worse and worse. And it is our own fault.

What have we ever done for the farmers of this county except take their money and cuss their political views?

What does the farmer ever meet in this town but frozen faces? What have we ever done to make him feel that this is his town, that he makes it, that the existence of this town depends upon his good will?

We are frightfully weak on this good will stuff. We must thaw out and realize that the people of this town and all its surrounding country are one big family; their interests are mutual, and they should work together and play together and have no ill feeling toward each other.

Let's get together and bury the hatchet.

What happened in La Moure after this editorial was printed is told by A. B. MacDonald in *The Country Gentleman*:¹

The paper with that call in it had not been out a half hour when a young veteran of the World War went into *The Chronicle* office and, tapping the editorial with the tips of his fingers, said to Mr. Taylor:

"You've said a mouthful here. This town is dead because its people are selfish and stuck up. They think they are better than farmers. On the farms around here are a lot of veterans of the war and we of the American Legion here in La Moure have tried our best to get them to come in, but they refuse to come. They say the people of La Moure won't mix with them."

Next, a farmer called at *The Chronicle* office and said to Editor Taylor:

"Why should we feel any interest in this or any other town? The town has no friendly feeling for us. You think you are better than we are because you live in town, and that is the feeling in all towns."

The first mail brought the editor this letter from a farmer's wife: "I suppose you think I ought to send my boys to high school in La Moure, but I hear that 90 per cent of your high school boys smoke cigarettes and have other bad habits. What else can you expect when you have made no provision for their amusement? Don't you know that boys and girls must play? But in your town there is no place in which they can play basketball or baseball, or dance, or meet each other socially. You have no library, even. La Moure certainly is a dead place for young people, and I do not wonder that they seek amusement in the disgraceful barn dances that have alarmed our whole state."

In the next issue of *The Chronicle*, Mr. Taylor printed the interview with the veteran and the letter from the farmer's wife, and he said editorially:

It is true, and we might as well face it; we have been grossly unfair to the boys and girls of this community, in town and country. There is no place in which to play games of any kind; no place in which to have a musicale, or a school play, a dance, a dinner, or a public meeting of any kind.

¹ "New Life for a Dull Town," *The Country Gentleman*, Sept. 20, 1924, p. 11.

There has not been a town social gathering in I don't know how long. It is just as much the duty of La Moure to look after the well-being of the community of which it is the center as it is for a church to provide seats and lights for its parishioners.

Why don't we build a hall big enough for all this community to gather in, for basketball games, with a stage for home-talent plays, a kitchen and dining room big enough for a community dinner, a dancing floor, a library, a rest room for farmers' wives and children, and let us bring this whole community together every week or so for fun, frolic, frivolity, and mutual greetings?

Let's start now on such a building and let us build with it such a friendship with the folks who live on neighboring farms that all harsh political differences will be wiped out, and a spirit of harmony and good will shall prevail.

That was the beginning of a movement for a community building. A campaign was started for the issuance of \$30,000 in bonds with which to build it. The bonds carried by a vote of 193 to 70 and the building was begun. Mr. MacDonald in his article in *The Country Gentleman* tells how good feeling was developed further:

Officials of the Northern Pacific railroad sent Gurney R. Lowe, of the Associated Advertising Clubs of the World, to tell the business men of La Moure about the Neosho, Mo., plan.

La Moure adopted that plan and set aside the first Monday of each month as a golden-rule-sales-and-get-together day, and announced that on that day any farmer in the country who had anything to sell might bring it to La Moure and an auctioneer hired by the town would sell it for him; and on the same day, as a special inducement for farmers to come, each merchant in the town would offer for sale one line of goods from his stock at a trifle above actual cost; and that night a free entertainment and dance would be given in the community building.

The community building was finished a little over a year ago, and the get-together days, with farmers' sales in the stores, and an entertainment and dance in the community building, have been held each month since then.

The community building is of brick. Its main auditorium has a stage at one end and a gallery at the other. It seats 600 people and has a dance floor of hard maple.

Beneath the auditorium is the basement dining hall, with kitchen and heating plant at one end and shower baths at the other. At one side of the lobby entrance is the community rest room for farmers' wives and children, and at the other side is the community library.

Almost every farmer in North Dakota knows how to play Norwegian whist, so the people of La Moure challenged the farmers to a whist tournament in community hall. Fifty-six tables were set up on the auditorium floor.

At midnight the farmers had won the championship. Then there was a free luncheon in the basement.

Then, in the middle of the summer, the people of La Moure invited the farmers to a Community Day.

Every store in the town was closed all day; sandwiches, lemonade, and hot coffee were served free, and there was a baseball game and all sorts of contests. Six thousand people came to it from all the country around.

At Christmas time last year the farmers and their wives entertained the townspeople at a dinner in the community hall.

In this rejuvenation of La Moure the community building was an important factor. It is doubtful if there is anything better than a community building equipped with recreational features to break down the barriers of distrust in a community. Many editors have been responsible for the erection of buildings in their communities. Out of a group of Kansas editors who replied to a questionnaire in 1922, 13 per cent said that they had promoted successfully community halls which had helped bring the citizens closer together.

AIDING THE GOOD-ROADS MOVEMENT

The theory of good roads is now accepted so generally that it is almost beyond belief that there was at one time not only apathy but antagonism toward highway and street improvement. Newspapers, as a whole, have been leaders in the movement for good roads. It has been said that the success of the good-roads idea is due in no small measure to the whole-hearted support of the country press. Twenty-one per cent of a group of Kansas editors who replied to a questionnaire in 1922 said that they had been instrumental in putting over bond issues for improved roads in their communities.

The New York Herald and The Atlanta Journal were pioneers in the good-roads movement, and these two papers laid out the National Highway between New York City and Atlanta in 1909. This was the first system of connected improved roads of its length in the United States that was promoted in the interest of automobiling. The route was marked for its entire length. Two years after The Herald and The Journal started their good-roads program, more than \$20,000,000 in bond issues for highways was voted by the states along the National Highway.

The battle for good roads always has been a vital policy of The Milwaukee Journal. The first highway markings across the state were those erected by The Journal's road and statistical department. Hundreds of columns of editorials were used in pointing out the advantages of better highways. Trips around the state were made comparing so-called highways of one county with those of others. Not only did The Journal take an active part in bringing this subject before people of Wisconsin, but even now, when good roads are more common in Wisconsin than bad ones, it is still advocating highway improvements. The most recent campaign was that of keeping important roads cleared of snow and in passable condition the year round. The Journal offers yearly a cup to the state's best patrolman and \$1,000 in cash prizes to road patrolmen who make the best showing.

For the last four years *The Journal* has issued "The Call of the Open Road," a book of Wisconsin highways which has become accepted as the guide of nearly 100,000 motorists. A tour club composed of persons depending on *The Journal* for road information has been formed. The yearly membership averages 20,000 motorists.

The Minneapolis Tribune began its agitation for better roads twenty years ago. For years The Tribune offered a series of prizes for well-constructed roads. The good-roads movement in Minnesota has now developed to the point where a \$75,000,000 good-roads program is under way.

Probably no one man in the South deserves more credit for the success of the good-roads movement than Clark Howell, editor of *The Atlanta Constitution*. The Constitution was one of the originators of the Dixie Highway, and it was first proposed in Mr. Howell's office. At that time vehicular connection was most difficult between Atlanta and the Ohio River. Over certain parts of the Cumberland Mountains it was impossible. An all-paved highway between Atlanta and Cincinnati is now assured. *The Constitution* maintains a highway department which is charged with posting the highways from Washington, D. C., through Atlanta to Florida.

The Birmingham Age-Herald is now in the midst of a fight for the construction of permanent roads with \$25,000,000 authorized by the people, largely as result of the championing of the issue by the newspaper. As a result of this fight the building of highways by roundabout routes and through property owned by members of the highway commission has been stopped by court injunctions. This fight alone will save the taxpayers of Alabama many thousands of dollars.

Before he became interested in newspaper work, Colonel Nelson of The Kansas City Star was a highway contractor and built many miles of roads. It was quite natural, therefore, that the subject of street and highway improvements should obtain a large amount of space in The Star. It has been said that to the city streets, to roads, and to transportation Mr. Nelson devoted more space—more actual area of argument, protest, information, and appeal—than to any other one subject. Street paving was the first public improvement he advocated, and he dealt not in generalities, but in facts and figures, and in modern and ancient instances. His first triumph was in preventing the gift of the city's streets to a transportation company that demonstrated its unwillingness to provide adequate street car service. The greatest municipal achievement in which Mr. Nelson aided—the parks—is inseparable from the interlacing and interlinking system of parkways and boulevards, streets of superfine quality, demonstrating by the manner of their construction and their systematic maintenance what intelligent road making might mean.

Upon the subject of streets in all its manifold phases he was always busy through the columns of *The Star*. Scientific construction, the

grading and draining, the proper width for economy and the correct crowning, foundation and surface, choice of materials, guttering and curbing, sidewalks, the adornment by turf and by trees—all of these he studied and discussed in *The Star*. The effective care and maintenance of the streets, the building of bridges and viaducts, the lighting of the streets, the obstruction of sidewalks, the flushing of catch-basins, the projection of billboards, the dripping dirt wagon, the reckless driver of wagon or motor car, the proper guidance of traffic, the sore-shouldered and overworked dray horse, the encroaching pushcart, were details of the mighty subject of streets which he kept constantly before the public. And so were the police, the street cars, the rules of the road, and public service franchises.

Through the years of his editorship of *The Star* he printed, it might almost be said, miles of argument in favor of good roads, not only in Jackson county, but in all the Southwest. He sent members of *The Star*'s staff to good-roads conventions; he sent out lecturers upon the subject of good roads, organized good-road tours, helped lay out cross-state and cross-continent highways, had pamphlets about good roads printed by the thousand for free distribution, sent men to the legislature to help draft and pass good-roads laws, and preached the gospel of good roads and good streets in every conceivable form of argument.

He knew the cost of every form of road building and sought to guard the public interests against the plunderings of contractors. Among the hardest fights carried on by him were those against combines of road and bridge and paving contractors.

The bridges of the adjacent country were shockingly bad. He advocated permanent bridges, and the old plank bridge gave way to the iron bridge as the next step of advancement. In the building of these iron bridges there developed a "graft" by which flimsy material was used at a price that would have given good material. He entered upon a campaign to stop this. He gave the name of "tin bridge" to this class of structure, and urged the building of bridges of native stone or concrete, with artistic treatment. As a lesson to the public he built, at his own expense, a beautiful arched bridge of native stone over Brush Creek, at Rockhill Road, and not far from it he induced the county to build an artistic bridge of concrete.

 $^{^{\}mbox{\tiny 1}}$ 'William Rockhill Nelson, The Story of a Man, a Newspaper, and a City.''

START SOMETHING!

- 1. An Iowa editor analyzed his circulation and found that he had 1,200 subscribers in the country and 1,000 in town. Yet he had been printing only 2 inches of rural news as compared with 620 inches of town news. The town property was worth about \$5,000,000 and the country \$12,000,000. There are other editors who have not "discovered" the value of farm news. Have you?
- 2. Make it your policy to feature at least one agricultural story on page 1 in every issue.
- 3. Perhaps farmers in your community do not take the trouble to obtain agricultural bulletins from Washington. Earl C. Brownlee, publisher of the *Washington County News-Times* at Forest Grove, Ore., distributes those bulletins that are of interest to his subscribers.
- 4. A small town in Wisconsin is divided by a river and has two business sections. One section has a newspaper run by an editor who believes in doing things for his community. He started a campaign in his paper for hitching and auto sheds for the farmers. Some merchants fought it. Too expensive, they said. But it won. Today that side of the river bank thrives. The editor is thriving, too. The other wonders and worries.
- 5. Prizes may be a valuable aid in stimulating interest in better live stock or in crops that need publicity. If you cannot afford to donate the prizes, possibly the Commercial Club, the merchants' organization, or the Farm Bureau will finance the project. For several years, George P. Collins, publisher of The Foster County Independent, Carrington, N. D., has given a prize of \$100 cash each fall for the best exhibits of a yellow dent corn grown by school boys and girls. The contest each year created much interest and resulted in farmers switching over from an inferior corn to the dent variety. The Sioux City Tribune awarded prizes totaling \$5,000 at its corn show in the Sioux City auditorium December 5 and 6, 1923. Hundreds of farmers in Iowa, Nebraska, South Dakota, and southern Minnesota entered the contest.
- 6. The Long Prairie (Minn.) Leader's farm department distributed 29,000 pounds of alfalfa and sweet clover seed to Todd county farmers at cost in 1924. The Leader's campaign for better seed ended with a meeting at the court house which was attended by over 300 farmers, at which the proper methods for sowing the seed, etc. were discussed and outlined. Of the seed distributed, 13,000 pounds were alfalfa and 16,000 pounds sweet clover. The seed campaign was talked from the angle of reducing the cost of feed production on the farm and covered a period of two months.
- 7. See that farmers are represented in the Commercial Club and the noon luncheon clubs in your town.

- 8. Encourage farmers to call your office for market quotations. If they can step to the phone and get the top price on hogs from your office while the buyer is at the farm, they will appreciate the service.
- 9. The Foster County Independent, Carrington, N. D., carried on a campaign during the winter of 1924–1925 looking to the planting of a strip of alfalfa 3 rods wide on each side of a finely graveled road that runs 36 miles through the center of the county. George P. Collins, publisher, undertook this project because of its novel advertising value. He hoped that the campaign would start alfalfa on many farms now without an acre of it. The road is much used by tourists and 36 miles through a continuous strip of alfalfa would prove a pleasing pathway after almost continuous grain fields in other counties.
- 10. Cooperative marketing has become the cry of the day among producers of all kinds. Chances are there is an A-1 cooperative story somewhere under your nose. Assign a man to get the unbiased facts pro and con and outline what other cooperatives are doing elsewhere. A story which handles the exact situation fearlessly and without bias is certain to win respect.
- 11. Baker, Ore., holds a Chuck Hole Day, when the farmers, merchants, professional men, and citizens take a day off and spend it on the roads of their district filling up the bad places and making all improvements possible.
- 12. The Commercial Club of Boise, Idaho, collects magazines and offers them to rural schools in the surrounding country.
- 13. Hannibal, Mo., built up friendship among surrounding farmers by buying fertilizer in car-load lots and selling it at cost.
- 14. Have a Boys' and Girls' Achievement Day in the latter part of the summer for the exhibition of pigs, poultry, rabbits, garden produce and fruits, etc. that have been grown.
- 15. S. A. Cook, publisher of *The Caldwell Watchman*, Arcadia, La., is offering prizes to persons in his community who raise the most marketable tomatoes. By being a leader in some of the smaller things in its community, your newspaper can pave the way to leadership in the big things.
- 16. More than one million boys and girls of the farms are in club work. Offer prizes and print news that will interest them.
- 17. Do your farmers complain that your town does not buy their produce? If so, perhaps there is something wrong with their marketing methods. A survey under the direction of the extension division of your state agricultural college will show where the fault lies. Farmers around Des Moines complained of a discrimination against their strawberries. A survey showed that 90 per cent of the strawberries used in Des Moines were shipped in when they might just as well be grown in the county. A survey showed that local growers were not packing and crating their berries right. Growers and dealers were brought together in a conference

and now local growers have captured the market. Tulsa, Okla., solved the egg-marketing problem in the same way. A survey showed that farmers were not grading and packing their eggs attractively.

- 18. While at a recent Oregon newspaper conference at Eugene, H. L. Gill, editor of *The Woodburn* (Ore.) *Independent*, became so interested in the Eugene public market that he went home and got sufficient enthusiasm aroused in the Woodburn Community Club to construct a farmers' market in his own town. "The market promises to be a big success," says Mr. Gill. "No town is too small to try the plan. It helps to cement the spirit of cooperation between the farmers and residents of the towns."
- 19. At the beginning of corn planting time last April, Will O. Feudner, editor of *The Rushville* (Ind.) *Republican* began a campaign for more and better corn in Rush county. Mt. Feudner ran a large ad in his newspaper every day for two weeks admonishing farmers to plant only tested, pure-strain corn. He wrote personal letters to all farmers. He picked leaders from the Rotary Club and Kiwanis Club to speak to farmers. Meetings with banquets and programs were held. In the fall Rush county was crowned Indiana State Corn King.

CHAPTER IV

FOSTERING EDUCATION AND ENTERTAINMENT

A page for sports! A line for public schools!

Such has been the history of these two institutions since professional baseball began. It is a platitude that nothing is of greater importance in a community than its schools. only a few, a very few, of the 20,000 odd newspapers in the United States are giving the public schools the attention they are worth as news sources or the support they deserve in their need for expansion. Here and there are notable exceptions. such as the Boston Evening Transcript, the New York Mail, the New York Evening Post, the Brooklyn Daily Eagle, The Christian Science Monitor, The Jewish Morning Journal, the Spokane Daily Chronicle, The Baltimore Evening Sun, The Providence Journal, The Seattle Daily Times, the Oregon Daily Journal, the Buffalo Evening News, The New Orleans Times-Picayune, The Louisville Times, The Louisville Post, the Washington Times, the Los Angeles Examiner, The Cleveland Press, the Philadelphia Public Ledger, The New York Times, the Newark Evening News, The Columbus (Ohio) Citizen, The Canton (Ohio) Daily News, and The Milwaukee Journal.

While most papers "cover" the county or city superintendent's office and call that getting the school news, the papers listed have an educational editor or some other staff employee specially equipped for the task of going into the schools and writing what he sees. Some maintain special school pages. Others scatter school news throughout the paper in order to get away from the educational label just as many papers have found it best to avoid the farm page idea. Other papers turn over a column, a page, or a special supplement to the schools, which then takes the place of a school paper.

The schools of today are brimful of news—spot news, feature news, and editorial inspiration, according to Miss Olga Anna Jones of *The Columbus* (Ohio) *Citizen*. Miss Jones, in a recent issue of *The Ohio Newspaper*, told of the news she had uncovered in the Columbus schools:

Repeatedly have I been told by the principal of the school, "Oh, I don't know of anything unusual in our building. We just go along like any of the other schools, I suppose."

"Yes, that may be," I have answered, "but I should like to visit your school and see what I can find."

What have I found?

Milk lines, where underweight children were given milk twice a day in order to build them up; baby orchestras made up of tiny children in the primary grades; high school boys planning and building houses, from the first blueprint to the last coat of varnish; radio clubs in elementary schools; girls' classes in practical marketing, and boys' classes in cooking; a school equipment fund of \$1,000 earned in practical ways by pupils of one school in one year; classes held on stairways for lack of a better place; and seven pairs of twins in one building.

News? There are dozens of stories in every building in the city.

Miss Jones points out that in many cases the teachers and school principals are as much to blame for the lack of newspaper publicity for their schools as editors and reporters:

School people are many times their own worst enemy by closing the columns of the press to their activities. Theirs is the biggest enterprise in the wide, wide world, and it can only develop and progress through the aid of the public. Superintendents and principals go along from day to day, failing to see that, if the public knew more of what is going on within the four walls of these gigantic training camps, the public would understand better and criticize less. In fact, I venture to say that little short of 100 per cent of the criticism of the public schools is due to ignorance on the part of the critic. Educators should learn that enlightenment should be imparted not only to the children enrolled in their classes, but also to grown-ups who are in need of a spark of understanding. In the past, the school man's effort toward getting his community interested in the work of the school has been to get the community within the walls of the building. May he not incorporate a new thought—

If Mahomet will not come to the mountain, the mountain will come to Mahomet. Through the public press the work of the public school may be truly brought to the public.

Let school folks and the press get together. Schools may get a place in the sun if some constructive-minded persons on each side of the game will but make an effort to "dig up" the things that are interesting and to write them with a conscience, mindful that lives of boys and girls are being handled; and above all, to make the public know that Johnny and Mary are doing things in the school room today that will make Johnny and Mary know how to do things in the world tomorrow. If the things they are doing today are not right, the things they will do tomorrow will be a retardation to humanity. The taxpayer, the father, the mother, the citizenship, under the power of the press, could all be woven into a corporation, knowing what Johnny and Mary are doing, and being interested in what all boys and girls are doing in that grandest of democratic institutions.

Miss Jones's articles appear in The Citizen under the caption "Little Journeys to School." A somewhat similar idea was carried out recently by Fred Charles of the Cleveland Plain Dealer, who "went to school" each day, sat in a different classroom, and wrote a first-hand account of what was going on in all the grades. School news, well selected and well written, is interesting and can compete in interest with other news and features. That is all the reason a newspaper needs for printing it. News about schools is probably more powerful in influencing the opinion of taxpayers in support of the school funds than the same amount of space devoted to editorial advocacy of taxation for school purposes. The editor who wishes to give the support of his paper to school improvement to make the schools in his city rank with the best in cities of the same size—will find his editorials doubly effective if he will print school news. In the case of a small daily or weekly paper, a "run" reporter could get this news in a few hours every week, provided he is interested in the news "run" and is kept on it long enough to build up an acquaintance with those teachers who may have some news instinct.

The interests of the publisher of a newspaper or magazine are closely interlocked with public schools, since a newspaper

must depend upon the school master for its clientele. The more than five million confessed illiterates in this country indicate a tremendous economic loss to newspapers and magazines. From a purely selfish point of view it would be to the interest of every publisher to fight illiteracy and promote the interests of the public schools. The fact that 1,437,000 children between the ages of seven and thirteen are not attending school should also give the publisher grave concern.

One publisher who has seen the close relation between the circulation of his newspaper and the number of illiterates in his county is W. G. Mebane of *The Beaufort* (N. C.) *News*. Mr. Mebane made a survey of his county which gave him some significant figures on circulation possibilities.

In his efforts in behalf of better schools, a publisher should not lose sight of the fact that more pupils in schools will create the necessity for larger buildings and more of them, for more teachers, for more equipment; nor should he allow his readers to overlook these facts for a moment. They should be faced frankly at all times. Nor should the significance of the relation between good teaching and adequate salaries be overlooked. A comparison of the wages for good printers and the salaries of teachers will provide material for an editorial.

The county superintendent of Cedar county, Nebraska, gives The Cedar County News credit for having effected a material change in the mental attitude of both children and their parents throughout the county toward the schools and their effort. The News, which is edited by J. P. O'Furey, publishes a school page every week. While the activities of the schools are given all the space necessary, the idea back of the page is to promote a love for scholarship and punctuality rather than that of making the winner of a petty athletic contest the school hero. Mr. O'Furey says:

Care must be taken not to "preach" at the children. It requires prompt and constant effort to bring out the idea that prompt and regular attendance and good grades are the desirable things. Our aim is to induce them to arrive at that conclusion without our telling them in so many words. We feature stories about children who are not tardy or absent.

In some localities the newspapers are serving the public schools by incorporating the school paper in the community paper, be it weekly or daily. Thus the Catskill (N. Y.) Examiner gives a space three columns by 8 inches to "The High School Corner." The Wayland (N. Y.) Register runs the "High School Register." The Patchoque (N. Y.) Advance devotes an entire seven-column page to school news edited by students, and departments are headed "Social," "Sports," "Nonsense," "Editorial," and the like. Many papers in South Dakota do the same thing and in this state the department of agricultural journalism of the South Dakota Agricultural College has encouraged the practice, because school papers too often are an unnecessary burden on the advertiser. A recent survey by The Publishers' Auxiliary showed that more than one hundred weekly newspapers are printing a school newspaper as part of the community newspaper.

The Canton (Ohio) Daily News is publishing a unique fourpage section in its paper, entitled The Junior Daily News. The pages are regulation size and slip out of the regular paper. The supplement is published every Sunday. The matter is gathered and written by pupils of Canton schools and covers news of school activities, educational, literary, social and athletic, and of Boy Scouts. Advertisements of interest to boys and girls are carried, such as savings banks, Boy Scout suits, etc. A special campaign is being carried on by the circulation department, urging the scholars to have their parents subscribe for The News in order that they may receive The Junior. Each subscription must be for six months. Special prizes are offered for subscriptions, to be delivered by carrier. No money is collected by the boy or girl scholars.

School news in the newspaper, in whatever form it may be published, will attract the attention of the young people to the newspaper. It will build up in them the habit of reading newspapers. The printing of school news offers a method of obtaining permanent readers. Other things being equal, they will continue to read the newspaper that first interested them, and the newspaper will be constantly building up a class of permanent readers.

BENEFACTORS OF EDUCATION

Victor H. Hanson, publisher of *The Birmingham News*, who has a wide vision of community service, has originated a unique plan for aiding the cause of higher education. In April, 1921, *The News* announced that it would give five four-year scholarships, one each to five Alabama colleges. The following year five more were added at the same colleges, and again the next year, and the cycle was completed in 1925, so that in June, 1925, there were five *News* scholarship holders graduating each year, and their places being taken by five new ones in September.

The News pays all necessary expenses in college, up to a maximum of \$500 per year, each, including board and laundry, tuition and fees, books and supplies. The scholarships are awarded to graduates of accredited Alabama high schools on a basis of character, scholarship, and inability to obtain a college education without outside aid. The president of the college to which application is made makes the award in each case from applications filed with *The News*.

Instead of the fifteen boys and girls who, so far, have been awarded News scholarships being enabled to go to college, there are actually about 150 now in college who would not have been able to go to school had it not been for this plan. In other words, each college president each year, from the seventy-five to 100 applications filed for The News scholarships at his college, has been able to select ten to fifteen particularly worthy boys and girls, for whom he has been able to procure gifts or loans from men and institutions, thus insuring a college education to those who would have had to do without.

Beginning next fall the scholarships will cost approximately \$10,000 a year. The presidents of colleges, and even of colleges to which scholarships are not given, bear witness to the stimulus the scholarships have given higher education in the state.

The president of the college is the trustee for the fund for each scholarship holder, and he permits the pupil to spend such money as he deems necessary. In other words, it is in his discretion to define "necessary expenses," The News paying to him the amount called for up to \$500 per year for each scholarship holder.

In announcing the gift of scholarships for students beginning the year 1923–1924 *The News* said:

The News neither expects nor wants repayment of any portion of the \$2,000 it expects to pay for the education of each holder of a News scholarship. It expects to be amply repaid in the building of better citizenship in the state; in the power of the trained minds these scholarships will develop; in the added community leadership developing from these boys and girls who would not be able to go to college without the scholarships.

However, The News heartily recommends to each scholarship holder that the entire sum spent for his or her college education by The News be repaid to the college in later years, the money so paid to the colleges to be used as a loan fund for needy students in the future. This is not a requirement, but a suggestion of a very beautiful way in which a scholarship holder might demonstrate his or her appreciation by making the way easier for some other needy student in the future. The News urges each scholarship holder to adopt this course, as he or she becomes financially able to do so in the years after leaving college.

Joseph Pulitzer's interest in education, and his desire to open opportunities for young men to advance themselves, had a practical manifestation in 1891, when he provided twelve annual stipends of \$250 each to sustain deserving New York City school boys as students at the College of the City of New York, to cover a period of five years. In June, 1893, this plan was replaced by an arrangement with the Horace Mann High School and Columbia College, whereby free tuition was annually provided for ten boys, three years in the school and four in the college, plus the yearly stipend of \$250 each for their maintenance. The later opening of public high schools in New York led to the dropping of the Horace Mann scholarships, and to the selection of beneficiaries by competition from their graduates. Ten stipends each year and as many free scholarships-forty in all-are maintained, the latter by the donation to Columbia University of \$100,000. The \$250 stipends were paid direct during Mr. Pulitzer's lifetime. His will set aside a fund of \$250,000 for their support.

Something like 400 young men have received a higher education under this arrangement, chiefly at Columbia, but in some instances at Harvard, Princeton, Cornell, Brown, Dickinson, Amherst, Fordham, Williams, and other institutions. Only in Columbia is free tuition furnished, but the stipend can be combined with local scholarships in other colleges. In all, Mr. Pulitzer expended considerably more than half a million dollars upon this ideal. Many of the men thus aided have become eminent as college professors, chemists, lawyers, engineers, journalists, and men of affairs. The scholarships rank among the most useful of their type in the country.

George W. Childs, for thirty years owner and editor of the Philadelphia Public Ledger, and Miss Ellen B. Scripps, one of the owners of the Scripps newspapers, stand out as the great philanthropists in American journalistic history. Because of the supreme modesty with which she gives, none, probably not even Miss Scripps herself, knows the exact total of her benefactions. Milton A. McRae, in his biography, which, to some extent, is a history of the Scripps-McRae newspapers, says Miss Scripps has given away more than \$2,000,000 in the last twenty-five years.¹

Her benefactions have been shared by schools, colleges, hospitals, research institutions, the Y.M.C.A., the Y.W.C.A., churches of many denominations, children's playgrounds, community playgrounds, associated charities, zoölogical gardens, natural history societies, and a thousand obscure, unknown gifts of smaller denominations.

Although she has given so much, Miss Scripps has always shunned the publicity that is commonly associated with large benefactions. The fine Community Welfare Building in San Diego, erected in 1923 at a cost of \$50,000, bears no exterior tablet to indicate its giver to the passer-by. The most conspicuous undertaking of Miss Scripps is the foundation and support of the Scripps Institute of Biological

¹ McRae, Milton A.: "Forty Years in Newspaperdom," p. 465.

Research, just north of La Jolla, Calif. This institute has become famous as one of the greatest research centers in the world for marine biology.

George W. Childs has been called the most distinguished citizen of Philadelphia since Benjamin Franklin. Mr. Childs developed philanthropy into a science. He put as much attention and careful thought into the distribution of his wealth as into its acquisition. He educated more than 400 girls and boys. Every half year they were given a sum of money not quite sufficient to meet all expenses. Thus Mr. Childs only encouraged them to help themselves, which is the highest aim of constructive charity. When he died he was better known as an individual giver than any man in the United States. Mr. Childs gave many memorials to authors and was a benefactor of innumerable deserving writers. He sent between seventy and eighty people to the World's Fair at St. Louis. With Mr. Drexel he established the Union Printers Home at Colorado Springs.

Cyrus H. Curtis, owner of the Philadelphia Public Ledger, The Philadelphia Sun, and the New York Evening Post, has offered \$250,000 to be loaned to boys who desire to attend college. To any boy who qualifies under the College Loan Plan, the Curtis Publishing Company will lend amounts up to \$1,500. Security will be the boy's character as developed in his home, in his school, and in his work delivering the Curtis publications.

Every year since 1894 The Minneapolis Journal has awarded a gold medal to the boy or girl in each of the Minneapolis high schools attaining the highest rank in general scholarship. Winners of the earliest medals have taken their place in the business and professional life of Minneapolis and still prize highly the medals awarded by The Journal. The design of the medal has not been changed since it was first awarded.

In January, 1922, the American Council of Learned Societies appointed a committee to consider the project of a dictionary of American biography. After computing costs the committee was appalled by the magnitude of the undertaking. The New York Times, appreciating the value of the project to the

nation, announced on December 11, 1924, that the newspaper had agreed to advance \$500,000 for the preparation of the dictionary. The Times will be neither maker nor publisher of the dictionary and will assume no control over it. All the responsibility and direction of the work will be left in the hands of the Council of Learned Societies. Sixteen volumes containing from 15,000 to 20,000 biographies, not including any living person, will constitute the work.

During the last ten years the Forward, a Jewish daily in New York City, has earned one and a half million dollars, of which it has, after providing for its splendid up-to-date plant, donated \$350,000 to union labor and to other causes for which it battles. All the profits of this newspaper go not to the owners and editors, but are, under the by-laws of the Forward Association, distributed among the exponents of the causes to which the Forward is devoted.

AMERICANIZATION

New Bedford, Mass., is an industrial city with many citizens of foreign birth. In order to encourage the children of non-English-speaking parents to learn the English language, *The Standard* awards a medal every year to the child who shows the greatest proficiency in English. These medals are bestowed in New Bedford city and parochial schools and in schools in three neighboring villages.

The annual presentation of these medals has become a ceremony of considerable magnitude and a community affair. Distinguished statesmen come to the city and bestow the medals and are greeted by crowds of New Bedford people of non-English-speaking antecedents. A notable instance was last year's presentation, when the children received their medals from the hands of Dr. Wroblewski, the Polish Minister to the United States, and Mme. Wroblewski. In 1920 President Harding made the presentation at the Plymouth tercentenary and departed from his prepared, set speech to make allusions to the impressions these boys and girls of Portuguese, Polish, Russian, Greek, and Italian parentage had made upon him. In other years the medals have been

presented by Viscount Ishii, the Japanese Ambassador to the United States, and by Dr. Sze, the Chinese Minister, and Mme. Sze. Moving pictures of the ceremonies have been taken the last three years and displayed throughout the country in the pictorial news reviews. Last year's films were presented to the Polish Embassy at Washington for the purpose of being shown in the larger Polish communities of the United States to demonstrate the progress and patriotism of the Polish-Americans of New Bedford.

The Forward, perhaps the leading foreign-language newspaper in the United States, recently printed fifty articles on learning English and bound them into a book for general sale. The paper is doing everything in its power to encourage its readers to learn English. It has awarded prizes for the best essay in English by anyone between the ages of fifteen and sixteen years.

AUDITORIUMS AND FORUMS.

Public-spirited citizens who wish to meet for the purpose of discussing community problems are often handicapped for lack of a convenient meeting place. While there may be halls available for large gatherings, there are few cities that have attractive rooms which small groups of people may use free of charge. In order to meet this need several newspapers, among them the Brooklyn Daily Eagle, the Ottumwa (Iowa) Daily Courier, The Grand Rapids Press, The South Bend Tribune, and The Marion (Ohio) Daily Star, have an auditorium which is available at all times for public use. No charge is made when the auditorium is used for educational purposes or for causes directly related to the welfare of the city. A. W. Lee, founder of the Ottumwa Courier, was one of the first, if not the first, publisher to serve the public with a room for community meetings. The old Courier building, erected in 1903, had a room for this purpose. The new building, erected in 1922, has a large room. The South Bend Tribune's auditorium seats 500, and that of The Grand Rapids Press accommodates 600.

The Brooklyn Eagle auditorium seats about 400 people. It is used for gatherings of children's clubs too large for the

children's own department, for the entertainments and dances of the *Eagle* Social Welfare Club, for illustrated travel talks, lectures by notable exponents of new ideas in government and education, night classes, and for public meetings in the interest of Brooklyn or for the advancement of movements of human welfare.

In the Eagle auditorium at eleven o'clock every Tuesday morning the "Eagle Talks on Current Topics" are given. These talks by Eagle editors and reporters are free to all who care to come. Because of the limited capacity of the auditorium, however, they are not advertised. Charles Grant Miller, in an article in Editor and Publisher, gave his impression of one of these Eagle "talks":

In a comfortable auditorium on the second floor were seated about 400 women and a score of men, and a member of the *Eagle* editorial staff was informally giving them the inside "Truth about Coal" and the "Rounding Up of the Building Grafters." In a twenty-five-minute talk he had given his alert audience a very clear understanding of the two leading national and local news topics of the week. The girl reporter who had covered the arrival of Mrs. Terence McSwiney followed with a charming account of her unwilling "bewitchment" by the young widow of the patriotic Lord Mayor of Cork. The big features of the national and international news of the week were interpreted by an *Eagle* editor.

Altogether it was an hour of intensely interesting and enlightening discussion. There was an eager show of appreciation on the part of the women, most of whom wore an at-home air of regular attendants.

For about a quarter of a century *The Chicago Daily News* has conducted, at its own expense, courses of illustrated free lectures in public school halls of Chicago. More than 300 lectures are given annually in these halls, which are rented by *The Daily News* from the Board of Education. Admission to all lectures is free. The cost of this service annually mounts into many thousands of dollars. One of the main purposes of the lectures is to induce dwellers in city neighborhoods to recognize the value as neighborhood centers of the public school buildings.

¹ Editor and Publisher, Feb. 12, 1921, p. 5.

In its general scheme of public service, The Daily News has an Information Department which endeavors to supply information on all subjects to its readers. It gets out vacation booklets covering both winter and summer vacations, including automobile tours, both north and south. The News conducts a bureau for the instruction of those persons who desire help in making out their income tax schedules and, generally, it performs through the year such services as the public may ask of it. Special efforts are made to give information on schools throughout the United States to parents seeking to place their children in such institutions under special conditions. The large volume of information on schools collected by The Daily News School Bureau has proved of service to great numbers of parents and young people.

After the Paris Peace Conference, when most Americans were wondering what it was all about, the Philadelphia Public Ledger established a Peace Forum to enable some of the men who took part in the Conference to tell personally what took place at the meeting. In a series of fifteen weekly addresses by such men as Herbert Hoover, Thomas W. Lamont, Gen. Tasker H. Bliss, and Samuel Gompers, there was given the inside and uncensored story of what happened at Paris. Some idea of the concrete nature of the discussions may be gained from a list of some of the specific topics: "How the Peace Conference Worked," "The Story of Fiume," "The Economic Settlement," "The New Germany."

True to the forum idea, the audience was permitted to ask questions. Each speaker avoided partisan propaganda and stuck to a straightforward portrayal of the facts, illuminated by his own experience. Only full-course tickets were sold and the price was put at \$25, with the object of just covering expenses. Col. Edward M. House supervised the program at the request of Mr. Curtis, who originated the idea.

In commenting on the *Public Ledger* Forum, George W. Coleman, president of the Open Forum National Council, expressed the hope that other newspapers would follow the lead of the *Ledger* in reviving the forum plan of public discussion. Mr. Coleman believes the forum to be an instrument of

great civic power capable of large development and wide application. In presenting his views on the newspaper and the forum in an article in *Editor and Publisher*, Mr. Coleman said:

Forum discussions need not be confined to national questions. Live local issues lend themselves equally well to this treatment. Suppose, for example, some live newspaper in New York City should institute a chain of forums to handle the facts pertaining to the problems of local transportation in Greater New York. Can you imagine any more effective way of getting at the bottom of that question? Let the experts in subway, surface, and elevated locomotion tell their story and then, in the form of questions, give the people a chance to show their reactions. It would be highly illuminating to both sides.

A forum season does not have to run fifteen weeks. Sometimes they cover six or nine months. I can easily imagine some local situations where even a single forum meeting at the right juncture might do a world of good by throwing a flood of light on some dark or confused community issue. Some localities run their forums once a fortnight. Nor is it necessary to charge admission to a forum lecture. Most forums are supported by voluntary subscriptions and collections taken at meetings.

Every community will sooner or later have its forum. Shall it be run on the bias by a group of propagandists (well intentioned or not), or shall it be one sponsored in a big, broad, American fashion by those who have no axe to grind and who have the confidence and the good will of the bulk of the thinking people of the district?

Wide-awake newspapers are always on the lookout for an opportunity to render a worth-while, conspicuous public service. Is there anything more fitting, more useful, more promising than a public forum? Get the thinking people of your city together, tackle vital issues, give the facts, receive the reactions of your audience, and make it all live again in the columns of the press. Then you will have done something for your day and generation and you will not be forgotten in the doing of it.

The extent to which some newspapers have given their support to public forums and auditoriums indicates a growing realization on the part of many editors of the true function and

¹ Mar. 19, 1921, p. 9.

scope of education in a democracy. It is earnestly to be hoped that more editors will learn that education in a democracy should not be restricted to children in school. Education in a democracy should be inclusive of the entire people. Furthermore, it should be continuous. In this regard the functions of the forum and community center overlap. Both can take the resources of the university to the very door of every neighborhood. Americans now have an abundance of leisure time, they have universities whose extension divisions are eager to place adult education within reach of everyone. It is the duty of the newspapers, village weekly as well as metropolitan daily, to see that the opportunities for adult education through classroom instruction and illustrated lectures are known to every reader.

CHILDREN'S CLUBS

In Brooklyn, a city of homes, the Brooklyn Daily Eagle is attempting to be of service to its young as well as its old readers. To the rear of the editorial rooms in the Eagle building is a room that is given over to the boys and girls of Brooklyn. The room is entirely theirs. It is filled with books and pictures and is used in conjunction with the children's department of the newspaper. Here the editor of the children's page receives the juvenile readers of the Eagle, advises and consults with them, suggests lines of reading or of work, and in every way aims to be a friend. On certain days of the week, clubs, such as the Camera Club, the Girls' Club. the Art Club, the Humane Club, the Literary Club, and the Puzzle Club, have their meetings in this room. The Humane Club has 37,235 members, the Puzzle Club has 11,616, the Literary Club 7,034, and the Art Club 5,167. Here, also, are the headquarters of the Junior Eagle Athletic League, with an enrolment of thousands of young boys, which has a baseball series and other athletic events which take place throughout the year.

All of these clubs combine into a Fresh Air Fund Club, which, through public entertainments, exhibitions, sales, special earnings, and personal contributions, maintains an annual fund of no mean bulk for summer outings for less fortunate children of the city.

These thousands of children have their own paper, the Junior Eagle, a twelve-page magazine section of the Sunday Eagle printed in soft colors. Credits are awarded to the children for acceptable literary and artistic contributions to the Junior Eagle. These credits may be exchanged for valuable prizes kept on display in the children's department. The credit-prize system is an additional inducement to the children to come constantly to the children's club rooms, and it creates a strong material bond between the newspaper and its families of readers.

In order that children in Rock county may have the right kind of a good time, the Janesville Daily Gazette has organized Good Times Clubs among school children. These clubs are under the direction of Mrs. Florence Hyde, a former Chicago social worker, who is in charge of the Community Service Department of the Janesville Gazette. The Gazette offers children attractive games and school projects, which are sold at a nominal price.

The Community Service Department of the Gazette, the first of its kind in the history of American journalism, was organized in the fall of 1922. It has organized the following welfare projects in addition to Good Times Clubs:

- 1. County-wide observance of Good Health Week.
- 2. Better Community Campaign conducted by William A. McKeever, writer and juvenile authority. The cooperation of sixty-two organizations was enlisted.
- 3. Day nurseries in Janesville. The cooperation of the City Federation of Women, Chamber of Commerce, other groups, and many individuals was enlisted in behalf of a Day Nursery established at Salvation Army headquarters.
- 4. A Music Memory Contest was carried on in one-room and graded schools of Rock county. About 300 pupils studied twenty of the world's best musical compositions.
- 5. Rural School Playdays, which were participated in by fifty-six schools.

The Pasadena (Calif.) Evening Post has a beautiful room furnished by its editor, F. W. Kellogg, and dedicated to and for the use of the school children of Pasadena. The idea is to assemble upon its walls autographed photos of men and women of America who have accomplished worthy things successfully as an interest and inspiration to the young student of Pasadena. In the sunny, pleasant room are chairs and table of wicker, a washstand, and a drinking place. The table is equipped with pen and ink, scissors, calendar pad and pencil, and clock. Upon the walls are pictures of such men as Burbank, Roosevelt, Edison, Burroughs, Eleanor Porter, Riley, Taft, Charles Schwab, Rockefeller, Cadman, the composer, and others. The photographs are framed and autographed. Many have a brief message above the signature.

The Evening Standard of New Bedford, Mass., has been successful in developing book reviewing of new juvenile publications by the public school children. It has also taken up this work with the Girl Scouts with the cooperation of the commissioner, who has been gratified with the results.

The 159 school garden and nature study clubs encouraged by *The* New York *World* had a membership of 23,583 in 1924. Prizes were given to the expert juvenile gardeners by *The World*.

ART

In order that Wisconsin artists may have an all-year exhibition room for the display and sale of their pictures, *The Milwaukee Journal* has opened a Gallery of Wisconsin Art in the lounge room of the new *Journal* building. The room has place for 40 to 50 pictures. They are hung under expert supervision. The lounge room, which is furnished richly in club style and carpeted, is the central meeting place for delegations of all sorts and is open from 10 a.m. to late in the evening.

Artificial lighting in the lounge room displays the pictures advantageously. Water colors and etchings are placed in a large alcove lighted by daylight. Three rooms beyond the lounge are used when occasion demands.

Exhibits are completely changed every three months. For the present, sculpture is excluded and exhibits are limited to paintings, etchings, and drawings, all of which must be suitably framed. Exhibitions must be original work by living Wisconsin artists who have previously shown their work in recognized art exhibits. Artists who are now legal residents and those who have at one time been legal residents of the state are rated as Wisconsin artists. The right is reserved by *The Journal* not to exhibit work which has been invited for exhibition, if the jury so decides. Work accepted cannot be withdrawn for four weeks; then, upon five days' notice by the artist, a picture may be withdrawn.

All work sold through *The Journal* is subject to a 10 per cent commission. The proceeds are used to defray the expenses of insurance and kindred incidental expenses. Any surplus is devoted to some worthy civic cause.

Pictures are completely insured by *The Journal* from the time of consignment until receipted for on their return.

The Journal has the cooperation of Charlotte R. Partridge of the Layton Art Gallery, who acts as adviser and chairman of the jury.

It is the object of *The Journal* to make its Gallery of Wisconsin Art to Wisconsin artists what the Grand Central Gallery is to Eastern artists. Adam E. Albright, noted painter of child life, has said, "From an artist's standpoint, *The Journal* Gallery is the most practical move ever made in the middle west."

About 25,000 persons viewed the pictures in the first two exhibits. These persons were attracted to the showing largely by the dignified publicity which *The Journal* gave the pictures.

When Col. William Rockhill Nelson, owner and publisher of *The Kansas City Star*, died a few years ago it was discovered that he had left his entire holdings, including *The Star*, and excepting only the family home, Oak Hall, as a trust for the city of Kansas City. The income from his property is to be shared by his wife and daughter during their lifetimes, and not later than two years after the death of the surviving heir the newspaper is to be sold, together with all other properties of

the estate. After certain bequests of \$1,000,000 each to various surviving relatives, all the balance of the property, including the newspaper, is to be sold and the money invested by the trustees for the purchase of works of art and the development of museums for the people of Kansas City.

The M. H. de Young Memorial Museum in Golden Gate Park, San Francisco, recently so renamed by the city in recognition of the late Mr. de Young's responsibility for this now great institution, owes its foundation and its growth to him. When the Midwinter Exposition closed its affairs with a surplus, Mr. de Young persuaded the directors to devote the funds to establishing a museum, which would be a nucleus for a public museum and at the same time would stand as a memorial of the Exposition.

Throughout the last thirty years Mr. de Young lavished his time and money on the upbuilding of the museum. He made innumerable collecting trips to Europe and the Orient, employing his own funds for the benefit of this public institution. There are more than 250,000 articles in the museum and eight-tenths were acquired through the efforts of Mr. de Young.

When the original building was outgrown, Mr. de Young built and gave to the city at a cost of \$500,000 the present Memorial Museum, one of the most beautiful pieces of architecture in America. The M. H. de Young Memorial Museum now ranks among the great institutions of its kind. It belongs to the people of San Francisco, but it is almost wholly the creation and gift of M. H. de Young. When Mr. de Young died in February, 1925, it was found that he had created a trust fund of \$150,000, the income of which is to be used for the purchase of new exhibits for the museum. Mr. de Young's will named thirteen paintings which are to be given to the museum along with his private collection of jades, ivories, rock crystal, and curios.

The most magnificent bequest to art ever made was that of Frank Munsey, owner of *The Sun* and the New York *Telegram*, who left the bulk of his \$40,000,000 estate to the Metropolitan Museum of Art.

The will of the late Delavan Smith, publisher of *The Indianapolis News*, bequeathed to the Art Association of Indianapolis \$20,000 as an endowment fund for the purchase of pictures and all the objects of art, paintings, etchings, engravings, furniture, china, and porcelain in his home which the authorities of the Association may care to have. As a result of the generous provisions of this will, the Art Association of Indianapolis has been enriched by five important Zorn etchings, thirteen Whistlers, two fine Millets, several Meryons, a number of paintings, some statuary, and other objects of art from the former home of the publisher.

The activity of *The Detroit News*, beyond the gathering and purveying of information, runs back to the earliest history of the paper. For the first half dozen years of its history, back in the seventies, James E. Scripps was kept exceedingly busy raising capital to handle the growth in circulation; but once that was attended to his eager mind reached out for things to do. The project for a municipal museum of art was first broached by The Detroit News. Mr. Scripps took a deep interest in the enterprise and associated with him was Will H. Brearley, the advertising manager. Upon the latter fell the duty of keeping the undertaking above water. At times it languished. The most substantial help it received was when Mr. Scripps contributed \$50,000. This was to be used for art works. The only condition attached was that the donor should have the privilege of choosing the works. Again when the last hour was reached for securing the \$1,000,000 of subscriptions on which the fate of the museum hung, Messrs. Scripps and Brearley both came forward with \$2,112 each, thus completing the amount required. From that day to this The News has been the ardent supporter of aesthetic movements in the city. The present administrative head of The News, George G. Booth, president, stands second only to Mr. Scripps in the extent of his contribution of great collections of art to the museum.

The Metropolitan Museum of Art received a bequest of \$500,000 in the will of Joseph Pulitzer. This was subse-

quently increased to \$919,416.33, the income of which is devoted to the purchase of works of art.

The newspaper which has the vision of a city beautiful will keep a watchful eye on the designs for new city buildings. Thirty years ago *The Detroit News* foresaw the need of a new and more beautiful city hall, and went so far as to have a design of notable grandeur prepared, utilizing the historic city hall as a base. Today the city is at last turning its attention to this dream of yesterday. When San Francisco engaged an architect to design a new city hall, the *Chronicle* criticized him as incompetent. The newspaper showed that the architect had been dismissed from employment in Chicago because he designed a school house with steps that did not reach the front door.

A newspaper can do much to stimulate the ideal of beauty in a city by erecting a home that does not sacrifice good taste to utility. Outstanding among the newspaper plants that combine appropriateness to a specific need with grace and splendor in design is the new home of The Detroit News. George Booth, president of The News, who supervised the design and construction of the building, is the author of the booklet, "The Spirit of Journalism in Architecture," and in The News' home he sought to bring out the dignity of style, chastity of spirit, and substantiality appropriate to an institution which is aware of its intimate association with the welfare of the individual and the state. The News building escapes from the classic and Renaissance traditions which have too often been but indifferently appropriated to modern needs. By daring adaptation of medieval precedents, a building that acknowledges its European prototype, and yet is really and essentially American, was realized. To Mr. Booth nothing seemed so in harmony with the character, the purpose, and the ideals of a newspaper in the way of building material as stone.

As The News avoided Renaissance effects and daringly adopted medieval precedents, so the publisher of the Ottumwa (Iowa) Daily Courier designed his new plant with Egyptian effects in mind and the result is a building which is strikingly handsome. The beauty of the Courier building has had a

notable effect on architecture not only in Ottumwa, but in other cities.

RADIO BROADCASTING

The Detroit News was the first newspaper in the world to install a radio broadcasting station, WWJ, and the first to increase its social usefulness by furnishing such a service to the public. When broadcasting was inaugurated in the summer of 1920, wireless telephony, although it had been developed commercially and was the hobby of enthusiastic experimenters for family entertainment, was not regarded as likely to be placed within the reach of all at a comparatively small cost. This impression was virtually changed in a day when, in August, 1920, The News installed its first transmitting station and commenced its regular broadcasting.

The original apparatus consisted of a De Forest Type OT-10 transmitter, using a 200-meter wave length. Its range was limited, being, under the most favorable conditions, not more than 200 miles, and at the time there were approximately but 300 receiving in the territory covered. The transmission set was ready for operation August 20. After a thorough test, it was used for the first time on the night of August 31, when the returns of Michigan's state primary election were broadcast. This marked the beginning of radio-phone broadcasting by the press as a public service. Extension of *The News* radio service was continuous and rapid. In October, 1920, the results of a world's series baseball contest—Cleveland versus Brooklyn—was broadcast for the first time, and the following month, also for the first time, the returns of a national presidential election were broadcast.

Before the end of the first year the original transmitting set in *The News* station was found to be inadequate and it was almost entirely rebuilt. Soon reports began to come from as far-distant points as Central America, the Canal Zone, Porto Rico, Hawaii, Northwest Canada, and Nova Scotia of receiving from *The News* station splendid music, theatrical entertainments, and messages from leaders of the country's thought.

Every week day since the station was installed, and latterly on Sundays also, *The News* has broadcast a program to a con-

stantly increasing audience. At first the concerts were confined wholly to phonograph music. Then occasionally singers and speakers. Then musicians were added and theatrical talent booked from Detroit playhouses. In December, 1921, orchestra music was added to the program. The following February The News began broadcasting concerts of the Detroit Symphony Orchestra. The program was further enlarged and improved, when, on May 28, 1922, The News' own orchestra first appeared. This was the first radio orchestra ever organized. The orchestra is a sixteen-piece symphonic ensemble, all of whom are accomplished members of the Detroit Symphony Orchestra or other famous musical organizations.

Since 1922 The News has provided its radio audience with discourses and entertainments aside from the musical programs undreamed of in the early days of broadcasting. The eminent Shakespearian artists, Edward H. Sothern and his wife, Julia Marlowe, and Walter Hampden, made their radio début at The News station, as did other noted actors, including Frank Tinney, Van and Schenk, Lew Fields, Will Rogers, and Percy Wenrich. The array of other talent appearing at The News station includes Baron Byng, governor-general of Canada; Emma Calve, soprano; Lillian Gish, Dr. Adolph Lorenz, Cosmo Hamilton, Francis A. Mackay, Elly Ney, Thomas Mott Osborn, Count Ilya Tolstoy, Sir Philip Gibbs, Ben Lindsay, Margaret Matzenauer, and others.

The incident of a lost thirteen-year-old Detroit boy being located at Toledo through a description sent from *The News* station and received by an amateur operator led to the offer of the Detroit and Michigan state police to cooperate with its transmitting station in tracking criminals and locating stolen property. The offer was accepted and Station WWJ now stands by for any police service requested.

A striking example of the radio's potentiality as a disseminator of news was furnished in March, 1922, when a sleet storm struck down wires all over lower Michigan and southern Ontario. Scores of papers were entirely cut off from the service of the Associated Press and other news-gathering agencies. Many were, however, able to print bulletins received from Station WWJ. Under the worst adverse conditions, such as an electric storm, the station will transmit 100 miles, and on a still winter's night more than 4,000 miles.

Daily *The News* receives time signals from the government station near Washington. This enables operators in the entire field covered by *The News* transmitter to synchronize their timepieces with the government chronometer at Washington.

While the United States Department of Agriculture has since 1920 been using radiotelegraph for broadcasting market reports, *The News* in the same year began a radiotelephone market service. This service includes: market quotations at the close of the Detroit Stock Exchange; the Michigan Central live stock reports; quotations on live stock at Chicago, Buffalo, and other points; the close of the Chicago grain market; Wall Street closing prices; and the New York money market. Joined with these are government weather forecasts, market quotations, crop estimates, and reports of the spread of harmful insects and plant and animal diseases.

In the summer of 1923, *The News*, under arrangement with the Detroit municipal authorities, began broadcasting six evenings a week to the principal parks of the city its entire musical and vocal program. Included in this park service is a band concert.

The Morning Oregonian of Portland is using a "radio sedan" as a method of advertising the newspaper in surrounding counties. It is equipped with a radio receiving set with five loud-speaker horns attached. The car is sent to county fairs, Grange meetings, and other gatherings, where it picks up entertainment from the Oregonian's own station and other stations, as well as amplifies speeches given at the meeting. The Oregonian believes it is the first newspaper in the country to install a radio car.

The Democrat-Leader of Fayette, Mo., claims the distinction of being the first weekly paper to establish a radio broadcasting station. The station has a 236-meter wave length.

About fifty daily and weekly newspapers now operate broadcasting stations.

START SOMETHING!

- 1. Organize a public forum in your city to discuss affairs affecting the general welfare of all your citizens. It will bring your whole community together and correct many misunderstandings.
- 2. A speech at graduation is not going to influence high school attendance very much. Newspapers in Erie, Pa., begin their campaign for high school attendance long before graduation, when pupils and parents are doing the really decisive thinking about their plans.
- 3. A "go to school" week was held in Hopewell Township in New Jersey. All parents and interested people were invited to visit the schools, acquaint themselves with the work being done and become acquainted with the teachers.
- 4. There are three things every rural school should have: A phonograph or radio for entertainment, a seed corn tester, and a small library to stimulate interest in good books.
- 5. The Dallas Chamber of Commerce has established a clearing house whereby graduates of the city's high schools are helped to find good positions as soon as they leave school. Many young people who might look elsewhere are held in the home town by this idea.
- 6. The boys of Providence, R. I., were taken through the shops and industries of the town in order that they might see at first hand just what the opportunities are in their home town. In smaller towns successful men can give periodical talks to their graduating classes and explain their views on local opportunities.
- 7. Work for consolidated schools. Nebraska found that such schools increased school attendance 25 to 100 per cent as compared with the one-teacher schools.
- 8. Don't be afraid of new ideas in your schools. Some schools are teaching boys how to sew, while others are teaching girls plumbing. Learning really to do things is what makes self-reliant men and women.
- 9. The Laurel (Nebr.) Advocate supplied a traveling library to the citizens of the community who wanted to borrow books. This service continued until recently when a public library was opened.
- 10. Why not publish a series of lists of ten or a dozen books selected by representative persons in the community as being those which especially appeal to them for various reasons? Run as a daily feature, a series such as this should create great reader interest and might well develop into a constructive piece of journalism by fostering a more widespread interest.
- 11. Twenty years ago when the idea of university extension classes was first introduced into this country from Europe, newspapers gave pages of space to it. Today little is printed about university extension work in spite of the fact that there is real news in the ever-broadening scope of the work. Its significance as a factor in adult education is indicated by the fact that in one middle western state 20.015 persons were enrolled in

correspondence courses given by the state university. Every editor should dig up the stories about what people in his community are doing to educate themselves and what they might do. More and more people are obtaining leisure time. The editor has it within his power to suggest from time to time how the leisure hours may be used.

- 12. Instruction by correspondence is but one of the services offered free to all residents of the state by the state universities. Here are other services that are available: special information for business men, social workers, editors, and public speakers; suggestion and material assistance in the organization and development of community centers, parent-teacher clubs, and similar organizations; special assistance in investigation and study of community problems, such as child welfare, citizenship, marketing; providing lantern slides, motion pictures, and exhibits for community purposes. In connection with all community betterment programs, the editor may turn to his state university for help and suggestions. Cornell University is especially helpful in offering pageants and entertainments for community celebration of Thanksgiving, Hallowe'en, etc.
- 13. "Every man owes something to the upbuilding of the profession to which he belongs." Something of the thought behind this idea voiced by Theodore Roosevelt must have been in the mind of Joseph Pulitzer when he conceived the idea of endowing a School of Journalism. Mr. Pulitzer gave \$2,000,000 to Columbia University for the School. The late W. J. Murphy, publisher of The Minneapolis Tribune, gave \$350,000 to the University of Minnesota for a School of Journalism. In 1920 the University of Missouri received \$60,000 from Ward A. Neff, editor of the Daily Drovers Journal, for a building for the School of Journalism. The Chicago Daily Tribune contributes to the support of the Medill School of Journalism. H. S. Jewell, publisher of The Springfield (Mo.) Leader, has awarded \$5,000 to the University of Missouri for scholarships in journalism. Fred Lockley, of the Portland (Ore.) Journal, is the donor of two prizes to be competed for by University of Oregon journalism The Syracuse (N. Y.) Journal offers a prize scholarship to journalism students at Syracuse University. There is need in Schools of Journalism today for scholarships which shall offer an incentive for a high standard of work. Such scholarships would open up the possibility of increasing the usefulness of Schools of Journalism in undertaking research work in many of the vital problems of the profession.
- 14. For several years *The Minneapolis Journal* has conducted an original musical composition contest among the high school students in Minneapolis. Prizes are awarded on the bases of originality and merit of the composition, playing, and stage presence.
- 15. In 1921 it occurred to H. R. Galt, managing editor of the St. Paul Pioneer Press, that the municipal auditorium, which was built by public subscription, lacked any means of being used by the people who built it.

In an editorial Mr. Galt suggested the installation of a fine pipe organ. He opened the subscription himself and two months later he was able to announce that 33,000 people had given the total sum required, \$75,000. Free public concerts are given every Sunday afternoon in the winter and three times a week in the summer.

16. More than 1,300 people took part in a music memory contest conducted by The Ann Arbor (Mich.) Times News in March, 1923. For a month before the contest closed, the Times News ran a short history of thirty compositions with a brief account of the life of the composer. In order to become a prize winner, it was necessary for each one of the contestants to familiarize himself with the compositions so he could recognize them when he heard them played. He also had to learn the name of the composer of each of the compositions, his nationality, and the date of his birth. At the final concert, a number of compositions were played without a hint as to their identity. Contestants were required to take a written examination giving the name of each composition and data regarding the composer. The various prizes offered totaled about \$1,600. The committee in charge was drawn from every organization in the city.

For some time prior to the final test concert, weekly recitals were given by *The Times News*, at which prospective contestants could hear the compositions. Concerts were also given in churches, theaters, schools, and before the Rotary, Kiwanis, and Exchange clubs. Visitors were allowed to come to *The Times News* office where records were played for them.

17. Edgar S. Bronson of The El Reno (Okla.) American has been collecting Indian relics for the last twenty years and today his collection is worth more than \$50,000. As a personal friend of a score or more chiefs. Mr. Bronson has had access to many features of unique interest. collection is known by all the more intelligent Indians of Oklahoma, and when they find anything they think Mr. Bronson may be interested in they send it to him. Among the Indian leaders who furnished pieces for the collection are Lone Wolf, Howling Crane, Yellow Bull, Black Owl, White Antelope, All-Runner, Old Crow, Brave Bear, Good Bear, Mad Wolf, et al. He has a beaded bottle purchased from Old Geronimo. famous Apache chief, who died in captivity. Mr. Bronson's Indian museum contains photos of famous red warriors, bows and arrows, beaded buckskin leggins and slippers, a trunkful of war bonnets, tomahawks, flint arrow heads, elk's teeth, stone pipes, battle axes, dancing robes, and countless beautiful articles ornamented with colored beads. exhibits form a history of the Indians in America, showing steady progress in handicraft and in art.

18. In an effort to apply to scholarship the interest and rivalry of athletics, *The Minneapolis Journal* in February, 1923, conducted a citywide spelling contest among school children. The contest was organized

like a field meet or football championship contest. There were 18,000 children in seventy-one schools in the preliminary contests. The district contests were narrowed down to 206 teams of twenty each. Finally, the district champions struggled for the city championship. A silk pennant was awarded to the winning team and four silver trophy cups to the next highest.

The teams were made up of boys and girls from the fifth, sixth, seventh, and eighth grades. The contest lasted three weeks and was conducted by the schools themselves outside of regular school hours. A general supervisory committee of five principals was in charge of the contest.

Minneapolis educators were unanimous in their praises of the benefits of the contest. Teachers noted a greater interest in spelling. W. F. Webster, superintendent of schools, announced at the end of the school year that Minneapolis school children closed the year with a spelling ability fourteen months higher than the average recorded for the schools of the nation. He ascribed this result largely to *The Journal* contest.

Mrs. Gustave Finger, president of the Parents and Teachers Council of Minneapolis, declared: "The competitive side of scholarship has been too little developed. Children are bored by their spelling lessons. They see little fun in them. The Journal spelling bee created an entirely new feeling. It built up a great interest in the subject which will have a permanent and not merely transitory effect."

An interesting and unexpected result of the contest developed when readers told *The Journal* that they had become more careful of their spelling as a result of the contest among the children.

- 19. In order to popularize grand opera by taking the mystery out of it, The Seattle Star ran a series of articles explaining just what it is and what the composer tried to do. The articles were run during Grand Opera Week. Groups of civic workers guaranteed expenses for a week of opera by the Chicago Civic Opera company. "In Italy the ordinary man on the street appreciates opera and sings it," said Ray W. Felton, editor of The Star. "We gave our readers the A, B, C of grand opera in an effort to convince them that grand opera is not highbrow."
- 20. The (New York) World has a nature editor who conducts groups of readers on Sundays into the country about the metropolis to study birds, flowers, minerals and other phases of nature. A story by the nature editor is printed every day.
- 21. The Rice Lake Chronotype fosters a Chronotype Lyceum course which in the winter supplies talent for parent-teachers meetings at rural schools. Farm and city people, young and old, cooperate in the program.

CHAPTER V

HOUSING AND HEALTH

The service of the American press in the housing crisis following the World War took two forms. One was the crusading activity of *The World* of New York, more generally known as the Untermeyer investigation. The other was the effort of such papers as *The Detroit News, The Minneapolis Journal, The Indianapolis News, The Chicago Daily News, The New York Tribune,* and others to show in a definite, concrete way how it is possible for the average man to own his own home.

The housing service of *The Detroit News* probably represents this feature of newspaper activity at its best. Early in 1923 a member of the editorial department of *The News*, who already had had experience in matters of community service, was set to investigating housing conditions, forms of construction, terms of financing, and architectural services, having in view the needs of the average man. Then it was determined by the management that there was an editorial and departmental service the paper could undertake in ways heretofore unavailable to the public either through private or civic agency.

The Detroit News as its next step entered into a contract with the Architects' Small House Service Bureau of the United States, Inc., to obtain a limited architectural service for its readers. This Bureau, which is fathered by the American Institute of Architects, supplies weekly copies in the form of diagrams of floor plans for small homes, perspective drawings of these houses, and brief outlines of specifications. Also, it undertakes to assist the paper in answering questions which readers ask on house planning.

The Detroit News arranged for the publication of one house a week in the Sunday edition. This was made one of the features of a regular home-builder's page. Under the terms of this arrangement, the blueprints, specifications, quantity surveys, and blank agreements for the construction of these homes are offered to readers at the cost of \$5 a room—\$30 for a house of six main rooms. These complete structural documents are supplied by the Bureau, through the housing department of the paper. All money for these plans goes to the architects. In no way does The News collect or reserve any fee for itself.

Then The News proceeded to find out for its readers what each one of these houses would cost to build—to find out this fact before publishing the plans, and to announce in a story in connection with the picture just what was the best figure offered by some experienced general contractor—the name of the contractor, however, not being disclosed. This competitive-bidding plan has been carried out in a thorough way. Each week not fewer than five general contractors submit proposals. It is not the same five each week; indeed, a bid is acceptable from any contractor of experience and standing. It was then decided that "house financing" should be the third feature of the service.

By inquiry among the banks, trust companies, and home-building and loan associations, the housing department keeps informed on what are the best terms of financial assistance to be had by home builders. Each week the house plan, specifications, and contract price are submitted to some financier, and arrangements are made that will guarantee the financing of that particular house for several *Detroit News* readers.

Charles D. Kelley, editor of the home-building section, described *The News'* service in *Editor and Publisher*: 1

The policy has been to make a home possible for any reader who owns a lot free and clear, but who has no cash whatever to put into the deal except the \$25 or \$30 required for the structural papers.

In the last ten years there have been thousands of acres of subdivisions added to the area of Detroit. People bought these lots

¹ Oct. 27, 1923, p. 32.

with small down payments and monthly instalments running several years. These lots have taken the savings of many families—and of many young men expecting to have families.

The News offers them a fact-finding and fact-publishing service showing how it is now possible for them to build homes on those lots in good architecture and at fair prices.

The most advantageous feature of the financing arranged for all of these "Detroit News houses" has been the instalment plan. Financiers have granted the following terms: All money necessary to build the houses and pay the "cost of financing" is supplied on first and second mortgages—about two-thirds of the money of first mortgage to be amortized over a period of fifteen years with interest at 6½ per cent; and the other third on second mortgage at 6 per cent, with terms of payment so that if the home owner deposits with the mortgage at the teller's window every month 1 per cent of the total borrowed, this will be sufficient to swing the whole debt.

Reduced to still plainer terms: If \$5,000 is borrowed, the monthly payments are \$50, which are applied by the teller on both principal and interest. The simplicity of this arrangement has been popular with all readers taking advantage of this service.

The Detroit News decided to go out and buy a lot, and build a house itself as a concrete demonstration of the practicality of its own scheme.

It was agreed this house should be a model suitable in price for the average thrifty man of moderate income. There have been model houses built before this; but in all of them, either material supply dealers took charge of the enterprise, or the architects handled it, or some bureau actually did the stunt in connection with some advertising come-on.

But in the case of "The Detroit News Model House" it was conceived that a member of the editorial department—in the rôle of the average man, using the plans, and financial accommodation pointed out by the home-builder's page—should set forth to let a contract for the building of this house, pay for everything, and "be up against it" in the experience any reader might have in building his own home on borrowed capital.

There is in *Detroit News* editorial cartoons a character famous to readers as "Mr. Straphanger," a quaint, common-sense average sort of fellow—just the thing! Mr. Straphanger should build the house and write all about his experience step by step in *The Detroit News!* And so the building was started. The governor of Michigan, Alex J.

Groesbeck, came in from Lansing to turn the first sod for this *Detroit News* Model House—an honor extraordinary for the average man's house to be sure; but the governor covered that point by saying he was doing this as a symbol of the honor he wished to accord to all men trying to possess homes for themselves.

In closing the contract for the construction of this model, *The Detroit News* inserted in the contract this provision: that the successful bidder agree to build exact duplicates of *The Detroit News* Model House, as many as might be called for by readers, up to a limit of twenty such replicas, that number being the capacity of the average contractor who was bidding on this work.

This clause—"joker" as the contractors good-naturedly called it—acted against any builder scheming to give the Model House to *The Detroit News* at cost or below cost price merely for the honor and advertising accruing to the builder.

The successful bid was \$7,000 for the house complete "ready to move in." This provision of the contract was published in *The News* just once—that the first twenty families applying for duplicates at \$7,000 and offering lots as sites for them would have a chance to get them. Immediately there was a swarm of requests—by telegraph, special delivery, in person, and by telephone. In two days' time there were 357 applications for the twenty duplicates of *The Detroit News* Model House.

The general builders have tested the specification well in the first house, have gained valuable pointers in how best to carry them out, and will now proceed to build the whole twenty duplicates in quantity production style, having benefited in the usual way from experience with the first. Other contractors have offered to take on contracts for additional groups at the same price, and before many months it is expected the map of Detroit will be speckled with numerous replicas of this model.

Meanwhile Mr. Straphanger is proceeding with the building of the prototype. Ten stages of the work have been described in ten special articles. The house at this writing is half completed; therefore about ten more articles are yet to be printed.

The building of a house is, of course, a slow, serious piece of work. How to hold the interest of the public over a period of two months was given some thought at the outset. This idea has been followed: to give the stories a light style, and to release them in "waves"—of about three stories to each wave; that is, a story a day for three days, then giving the builders an opportunity to finish that stage of

construction, to be followed then with another wave of two or three stories covering the next stage. The circulation department has reported many calls for extra copies containing the Straphanger articles.

The Model House is being built of fire-resistant construction. The site 7 miles from the City Hall in an average man's section of town is being visited by thousands weekly, and doubtless before the house is "off the stage" for good it will have been inspected by 100,000 persons. A large billboard on the thoroughfare near the house says: "The Detroit News Model House, Mr. Straphanger, Owner;" and when the thing is completed the sign will be changed to read "This is the House *The News* Built."

What to do with the demonstration house after it was finished was a problem that engaged the thinking powers of the management for days. Finally it was determined that an expert interior designer should be engaged to assist Mr. Straphanger as "Ma" Straphanger, in completely furnishing this home from cellar to garret to demonstrate how the average family might equip a home economically and beautifully.

With the home built and furnished, it was decided that the "demonstration mortgages" should be cleared off; that then the *The Detroit News* Model Home house and lot, free and clear and furnished—representing about \$11,000 of investment—should be given absolutely free and without strings to that policeman, fireman, or citizen of Michigan who is determined to have performed that most heroic deed of self-sacrifice in the state of Michigan in the last five years. Such disposal of the house was an afterthought.

The readers of the paper are to decide what hero shall have this permanent home. The stories of all heroic acts that have come to the attention of the paper are being published, and later the readers will vote by means of coupons from the paper what man, woman or child shall have this Grand Prize.

Of course, The Detroit News Model House is the spectacular thing of the moment in the home-building department, but back of it all and around it The Detroit News is rendering to the people an equally valuable service by its regular home-builder's page. This department, without being in the building business at all, is bringing about cooperation of architect, financier, and builder to the lasting benefit of readers and the public.

One of the most substantial financial institutions in the city, The Union Trust Company, is now granting no loans to any home builders except those that come with plans and contracts for so-called "Detroit News home." Why? Because, as the banker has pointed out, in all Detroit News houses the investor is assured of a good architectural plan, good specifications, a known family to occupy the house when completed, and, last but not least, a fair, rock-bottom price established by competitive bidding.

Prior to this housing movement by *The News*, the "cost of money" or "cost of financing" in the building of homes on borrowed capital in Detroit ordinarily had been anywhere from \$1,000 to \$2,000 for small five- and six-room homes. This charge to the home buyer resulted from the discount on land contracts which have been the most common form of home financing here. The plan given wide publicity by *The News* is the first- and second-mortgage method, wherein the cost of financing has been cut to between \$250 and \$500—on the average more than \$1,000 being saved the home owner on financing alone. An additional saving has been safeguarded by the competitive bidding on construction.

Of course, in a movement so far reaching as this one carried out by *The News* housing department, there were many pitfalls to be avoided. That they have been avoided is perhaps shown by the following: While striking a blow at the fly-by-night speculative builder, the cooperation of the best builders was to be procured. While introducing to the people a new way to obtain homes, the cooperation of the real estate business was to be gained. While cutting the profits of the land contract financiers, the support of solid financial institutions was to be got.

Suffice to say that the president of the Detroit Real Estate Board in a speech at the sod turning of the Model House declared that *The News* was doing a great work for the people that only a powerful newspaper such as this could carry out. And the president of the largest bank in Detroit declared recently that this housing movement was "the most constructive thing *The Detroit News*, known for many constructive things, had ever done."

What have the general builders of Detroit thought of this cooperative plan? Let them speak for themselves. At a meeting of the United Builders Association of Detroit, having a membership of 300 general contractors, there was unanimously passed a resolution praising The Detroit News for its campaign of fact finding and fact publishing, praising The News also for its influence in bringing about better terms of financing and influencing—as The News set out to influence—"better homes at moderate cost."

While The Detroit News has worked out its housing service on the most elaborate scale of any newspaper, it was not the first to offer this service. On Sunday, February 19, 1922, The Minneapolis Journal announced its purpose of building a six-room house as a demonstration of average home-building and financing conditions. The Journal declared that the purpose was to show how a comfortable and attractive home could be built at moderate cost and under terms which would turn rent money into investment.

Excavation was begun on March 12, and in eleven weeks the house was practically completed. The story of each building operation was told in detail week by week in the real estate section and home-building page of the Sunday *Journal*. The total cost of the house was \$5,638.75.

John W. Journal, for whose family the house supposedly was built, had a little less than \$2,000 in the bank and owned the lot. He borrowed \$4,000 to complete the building, giving title to the property to the financing company. He received a contract for the deed on which he had to make monthly payments of \$30 and interest until the indebtedness has been reduced to an amount which can be borrowed on first mortgage, when he again will assume title to the house.

The Journal's promotion plan started a home-building season in Minneapolis in 1922, which broke all records. The idea was repeated in 1923 with equal success. In that year 23,000 people visited *The Journal* house.

The Duluth News Tribune undertook to show how a working man with \$1,000 capital and earning \$45 a week could finance and construct a comfortable and modern home for himself. The paper created a mythical person known as "Jack Builder" and built the house which was called "The House that Jack Built." It cost about \$7,200 complete and it was built and financed strictly according to the rules laid down in the article in the News Tribune. The paper ran each week a full-page feature article about Jack Builder, telling the progress of his house.

In line with its general effort to inform the public, The Chicago Daily News built a number of model homes at

moderate cost and provided information regarding the planning of homes, the letting of contracts, the purchase of materials, and the employment of labor. The homes thus built for the public's instruction were sold at cost when they fulfilled their purpose of illustrating how homes may be built.

The Indianapolis News in the spring of 1924 conducted a contest open to all architects in the lake states for the best designs for a small house to cost not more than \$6,000. A cash prize of \$250 for the best design was awarded.

Colonel Nelson, founder of *The Kansas City Star*, endeavored in every way to encourage the building of fine comfortable homes and their adornment. When a tornado swept through the city of Omaha, demolishing many frame houses, he made use of the incident to demonstrate his theory that any house that was properly built would withstand the force of a tornado. He sent his own builder to Omaha and found this to be true. The houses broken by the winds were poorly built. Every frame house that was properly strengthened by timbers withstood the storm, and he advocated, in an extended campaign, the proper strengthening of all houses thereafter built in Kansas City, so that no wind might blow them down.

Oak Hall, Colonel Nelson's home, was built of limestone found everywhere in and around Kansas City. It is a stone peculiarly adapted in color to the surroundings of Kansas City. When he decided to build of that stone, builders told him that it would not do; it would crumble, and besides no one ever built with it. But he saw its inherent beauty and adaptability for fitting into the color scheme of field and foliage, and he chose it for his building material.

Important as are the achievements of some newspapers in housing reform and of some magazines in the improvement of house architecture, much still remains to be done. The remarkable accomplishments of the New York Housing Corporation should be studied by every editor. In the Sunnyside community which is being built on the edge of Long Island City under the direction of the architects Stein and Wright, houses are being erected to sell within the means of workers with an income of \$2,000 to \$3,000. Sunlight, fresh air,

open spaces, opportunity for play, and good house design—all these are shown to be possible for a moderate price. Only 28 per cent of the lot is taken up with the building. A small part of the remaining space becomes a drying green; the rest is thrown into a common park which, under the deed of sale, remains the joint property of the whole community for forty years. Here a wading pool and a sand pile for small children are provided; here are swings and slides, a basketball court, and a tennis court. Here, in fact, is a beginning for a home community that will not be merely a dormitory.

HOUSING CRUSADES

While some newspapers undertook to promote the building of homes by showing how the financing and construction might most conveniently be carried on, other papers, notably *The World*, sought out the causes underlying the housing shortage. The story how *The World* happened to become interested in the housing shortage is an interesting one:

In the closing years of the war an invalided French soldier came back to New York. He had been a waiter in various well-known clubs, and from his savings had invested \$1,700 in a plot of land on the edge of the city. His plan to build a home there, with a bit of a truck garden about it, had been halted when he joined the colors, and after three years of service he came back to his dream as eagerly as he had gone to the defense of his country.

But Emil Monjellard found no land awaiting him on his return. Taxes had gone unpaid, naturally enough, and the land had been sold at auction to a dealer in such lines. This dealer would sell back to Monjellard, but at a price not only beyond the veteran's ability but nearly as great as the original investment. It was one of those most outrageous of all outrages—a perfectly legal one.

Then Monjellard wrote a letter to *The World*. In less than 100 words he told the story of his tragedy—and thereby set down the preface to one of the most extraordinary annals of present-day American history.

In an address on Public Opinion and Social Progress before the National Conference of Social Work at Washington in 1923, William P. Beazel, assistant managing editor of *The* World, said:

There was a human touch in Monjellard's plight that *The World* could not have been indifferent to, with its nearly forty years of devotion to just such service.

We began inquiries. We found that as the law stood Monjellard had no recourse. We found that literally thousands of others, moved by the same elemental desire for a home, had put their hardwrung savings into land that fell into arrears of taxes without notice to them and that had been sold, after advertisement, it is true, but only advertisement in village newspapers of which the persons most concerned never even heard. We found men who made fat livings in buying up these plots and either selling them back to their hapless former owners or taking title for the pittance that the taxes amounted to. The money loss actually ran into millions; the loss in the shattered hopes of the home seekers was beyond figuring.

We found a way eventually of ending this vicious system, and now the law provides that such properties may not be sold until the owner has had unquestioned notice and full opportunity to protect himself if he desires. Scores of properties were restored, including Monjellard's, and hundreds of others saved.

But our interest didn't stop with this. Why was there so extensive buying of such property by people who had to contrive so desperately to make it their own? We found that it was the housing shortage, which was not yet a matter of common understanding, but which was making its first pinch felt to those who could least endure the pinch.

Then we began to ask why there was such a shortage. The immediate cause, of course, was the war, but that didn't account for it all. The national emergency was over, but prices of everything that went into building were going up and up and up. So The World persuaded Samuel Untermeyer to see if it were possible to find what might be discovered at the bottom of this pyramid. Two hearings before a magistrate revealed enough to send us to the legislature with an appeal for an investigation by the state.

In the end the legislature acceded to the request of *The World* and the Lockwood inquiry started and continued

for three years. The astonishing revelation of the Lockwood Committee brought about criminal prosecution of guilty contractors and labor leaders and a reform in construction practices.

While the Lockwood Committee was grinding out its stories of graft and corruption in the building industry, The Evening World was conducting an independent investigation of New York housing conditions. Two investigators lived for weeks in the tenement house district, obtaining material for a series of illustrated articles on how the other half lives. The Evening World began a fresh campaign for aid from state and city to work out a solution of the problem of raising the standard of homes and sounded the warning that "if it is allowed to run unsolved, either the people of this generation or the next will pay the penalty in crime, disease, and discontent."

During 1924 The Evening World continued its campaign for bettering housing conditions in New York. It printed an exhaustive study of costs in the construction of garden apartments in New York, showing with the aid of Andrew J. Thomas, architect, that the slums could be cleared and homes built to rent at \$9 a month a room. The series was followed by the announcement that John D. Rockefeller, Jr., would build such apartments on Avenue A with Mr. Thomas as the architect.

A conspiracy similar to that in New York was uncovered in Seattle by *The Seattle Star*. The Star showed that all bids on plumbing work for new buildings were received by a plumbers' association. This association eliminated competitive bidding and added 22 per cent to the cost of all jobs. As a result, building was either postponed or the size of contemplated new buildings was cut down after bids were received. A vigorous campaign by *The Star* resulted in a reduction of prices and a resumption of building activities.

The press should be interested in the three kinds of building laws: a building code, a tenement house law, and a housing law. Acquaintance with the requirements of these laws is important. Cities are growing so rapidly that either entirely new and original building codes should be enacted or amendments made to keep the city up to date and free from many

harmful types of construction. Laws dealing with construction should be a lap ahead of the city's growth. In larger cities the building of multiple dwellings has made necessary housing reform measures known as "tenement house laws." Here the newspaper will find a field full of facts and conditions of human interest. A study of the interrelation of housing with disease, sickness, immorality, poverty, juvenile delinquency, and all sorts of unjust social maladjustments will furnish a newspaper that has a democratic spirit and that would serve—really serve all classes of people—a wonderfully fruitful opportunity. Dark rooms, cellar dwellings, damp houses, overcrowding, unsanitary conditions, lack of drainage, inadequate water supply, and other countless evils found in large cities are also found just as frequently in the smaller cities and in single-family dwellings. It is apparent, therefore, that housing reform, to be effective, must in most cities concern itself not merely with the tenement house, but with the private dwelling, too. Thus there is need for a housing law adapted to solve local housing problems for every city of over 10,000 population.

THE FIGHT ON DISEASE

The protection of public health through warfare on disease, exposure of medical quacks, and improvement and enforcement of food laws constitutes one of the most important services of the press. Nobler in effect than any of the crusades of the Middle Ages are those that American papers have waged against disease and fraud.

In 1916 when New York City was in the grip of infantile paralysis, *The Evening World* instituted a campaign of general education which had a far-reaching effect. For several weeks the newspaper gave street displays of moving pictures showing methods of preventing the disease. The disease spread so rapidly, however, that the newspaper took further steps to check it.

1. A campaign to clear tenement house areaways was started.

- 2. A neighbor-to-neighbor educational movement was begun. Volunteers were enlisted to spread the propaganda of cleanliness among the more ignorant sufferers.
- 3. Volunteers were enlisted to see that the law regarding the sale of fruit and vegetables from trucks not protected with netting was rigidly enforced.

In 1888, The Evening World commissioned a physician to treat children of the poor in the summer months. In August and September, 1912, The Sunday World gave away thousands of individual drinking cups.

In 1894 Dr. E. Roux, noted French scientist, discovered the diphtheria antitoxin. Physicians in America, handicapped by having only a limited supply of the antitoxin, were unable properly to gage the merits of this great discovery. To remedy this situation, The New York Herald gave \$1,000 to start a fund to enable American doctors to obtain a large supply of the antitoxin. News that the use of the antitoxin in Paris had reduced the mortality caused by diphtheria from 50 to 15 per cent within a few months caused widespread interest in America. The amount raised was more than sufficient to buy a large quantity of the serum.

The Commercial Appeal of Memphis, under C. P. J. Mooney, has been a leader in promoting better health conditions in its territory. For many years it carried on a campaign for screened porches and pure water. It has taken the initiative in the erection of hospitals.

The Grand Rapids Press started antituberculosis work in Michigan. The first Antituberculosis Society held its first meetings in The Press building and a newspaper reporter was the first secretary.

Seven years ago the Oakland (Calif.) Tribune initiated a movement for a new county hospital. The existing plant was way behind the times and needs, and the public was loath to vote bond issue or stand for an expense out of the tax levy. The Tribune ran daily stories with photographs of the old buildings, showing refuse heaps, unscreened porches, unpainted conditions, unsanitary conditions, etc. The campaign gathered impetus and a bond issue for a new building was

voted. Even then it did not stop. Recently the voters authorized a bond issue of \$1,800,000 to complete a county hospital which shall be separate from the indigent farm (\$1,500,000 had already been expended from taxes). The results are a model county farm and home for destitutes, and a county hospital under construction which is to be a model.

A new water supply was needed for the East Bay district of Oakland some years ago. The problem was common for communities within two counties and there was no legal unit which could be bonded. The Oakland Tribune started the campaign long before the public was aware of the needs and was responsible for the passage of a public utilities district law in the legislature. Now the district is formed and engineers are investigating the possible sources, and the matter will be put to a vote as soon as the reports are in.

EXPOSING MEDICAL FRAUDS

More than a score of years ago charlatans were reaping harvests in Chicago from ignorance and addiction to drugs. The *Tribune* began a crusade, and reporters, carefully examined and found physically sound, were sent to call on the "men's specialists." Almost invariably the "specialist" at a glance discovered all the symptoms of venereal disease and sought to terrify his patient into the payment of fat fees.

The Tribune's stories resulted in the elimination of this sort of advertising from Chicago newspapers, and many of the "quack docs" left the city. The series of stories was reprinted in book form by the American Medical Association and given wide circulation. The Tribune's exposures of clairvoyants led to criminal prosecutions in which it was shown that payments of graft to police and of newspapers advertising bills were their chief expenses. About the same time The Kansas City Star carried on a similar crusade.

In 1923 The St. Louis Star conducted an exposure of the traffic in free medical diplomas as a result of which indictments were brought against fake doctors in Missouri, New York, Connecticut, Arkansas, and California. The United States Senate took up the investigation through a special

committee and the Federal Health Bureau has eliminated the quack from the medical service, from the army, and from the navy.

The importance of this exposure by The Star is evident from the fact that one "professor" testified that in the state of Connecticut alone there are some fifty-four fraudulent physicians practicing under fake diplomas, and that in all probably 30,000 similar diplomas have been issued in the country. The reporter who is credited with unearthing the medical diploma mill is Harry T. Brundidge, a veteran St. Louis newspaperman. A vague tip came into The Star office that high school credits could be bought and that Dr. Robert Adcox knew something about it and also about an irregular diploma Brundidge began working on the story in August, 1923. When he produced evidence tending to show the extent of the fraudulent diplomas, Frank W. Taylor, Jr., the managing editor, withdrew him from the staff and assigned him with an unlimited expense account to ferret out the source of the evil.

Brundidge, a resourceful and indefatigable worker, learned the name of a St. Louis physician who derived his diploma from the medical mill. He rented a room adjoining the physician's office and called in the doctor for a sore throat. After several calls he expressed envy of the physician's profession. The doctor, whose name was Adcox, volunteered to make him a physician in short order and took him to Kansas City, where the reporter was introduced to a man named Voigt. In seventy-two hours and for the sum of \$89 Brundige became a certified physician with diplomas showing credits as a graduate from several institutions, some presumably of many years' standing.¹

Certified checks accepted by Voigt, telegrams, correspondence, and substituted diplomas completed a chain of evidence against the ring which is said to be the most complete documentary exposition of a fraudulent combination yet presented by a newspaper. Brundidge refused to accept one diploma, which was a license to practice, and insisted on a better sheep-

¹ The Fourth Estate, Nov. 24, 1923, p. 4.

skin, which Voigt was ready to supply. Detectives were put on Brundidge's trail during the inquiry, but he became aware of the shadows and so conducted himself that he passed the "examinations" with flying colors.

He went to a class in Kansas City a few times and was told that all the others in the classroom were obtaining diplomas in the same way. The first trail in *The St. Louis Star* chain of evidence led to Connecticut, where a "Doctor" George M. Sutcliffe has confessed to Governor Templeton that he was a product of the Missouri diploma mill.

Since December, 1922, Sutcliffe signed six death certificates, besides that of Albert C. Hoody, who died under an overdose of anaesthetics.

The Star's stories were given wide publicity in other papers. Following closely on the heels of the exposure by The Star, The Pharmaceutical Era of New York City made the charge that more than 2,000 druggists in the United States are operating under false degrees. The journal charged that several so-called "universities" offer a three months' course for \$75 leading to the degree of Doctor of Pharmacy. According to the announcement of one of these universities, the only requirement for the degree is that the student pay his fee and peruse "ten large volumes."

PURE FOOD CRUSADES

In December, 1912, Alfred W. McCann began a series of articles in *The Globe* of New York, with the object of cleaning up the rottenest spots in the traffic in injurious foodstuffs. Mr. McCann had spent a number of years in food supply houses, and he had made a special study of food adulteration and food impairment. For sixteen months Mr. McCann published daily articles exposing crime, dishonesty, and illegal practices in food sales. Many manufacturers and dealers were arrested and convicted as a result of *The Globe's* food crusade.

As a result of Mr. McCann's attack on injurious substitutes for natural products, and on the practice of selling diseased meat, bad fish, and spoiled eggs, thousands of letters were written to him by readers of the paper asking for recommendations for good foods. Out of these requests for information The Globe's Pure Food Directory evolved in April, 1914. In this directory advertisers were allowed to list only those food products which had stood investigation or chemical analysis by Mr. McCann. Taking the cue from his correspondents, Mr. McCann threw himself into the work of judging good foods and extolling them by name with as much zest as he had shown in running down the bad ones and condemning them by name.

Dr. Royal S. Copeland, former Health Commissioner of the city of New York, has testified as to the effective service of *The Globe's* Pure Food Directory in reducing mortality from impure foods. In an address to newspapermen Dr. Copeland said:

There is in New York City a section, only 1 square mile in area, in which 500,000 people are crowded into stuffy tenements. But in this area the infant mortality is only 5 per cent as compared with 10 per cent in a certain section of Riverside Drive. This paradoxical situation is explained by the fact that the mothers follow the food pages religiously.

The Globe's experience with its pure food crusade is a striking example of a service which was undertaken solely for the welfare of the public, but which eventually brought rich rewards for the newspaper. From 40,000 to 50,000 new readers were added to The Globe as a result of its food pages. The results from the advertisements were phenomenal. For a time the crusade hurt the business of the paper. But soon the good products were separated from the bad and the advertisements of the good were tremendously effective. Many products which were comparatively unknown immediately sprang into big sellers. One advertiser said that \$1,000 spent in The Globe brought in more returns than \$30,000 in the other papers.

At the same time that *The Globe* was teaching its readers how to discriminate between pure and impure foods, it was also making a successful demonstration of the fact that lower prices for better foods were possible. At various times *The Globe* showed how prices on fish, lamb, honey, apples, and canned goods could be more than cut in half when middlemen's profits were eliminated. This was not done to demoralize the retail market, but simply to show the enormous spread between producer and consumer was unjustified.

At a time when ordinary ground fish (by which is meant ordinary varieties of edible fish) was selling at 30 cents a pound wholesale, *The Globe* made arrangements with trawlers to bring it their catches, and sold fish through scores of stores at 6 cents a pound to the public. The fish trust had been paying the trawler crews $\frac{3}{4}$ to $\frac{1}{2}$ cents a pound. The Globe paid them $\frac{2}{2}$ cents. The weekly market for fish in New York City was increased from 600,000 to over 6,000,000 pounds, by teaching the public that it was an everyday food and not a Friday-only food.

At a time when the public was paying 50 and 60 cents a pound for lamb, *The Globe* discovered that the packers were paying 12 to 14 cents a pound for it in New Zealand and Australia. The paper made arrangements with a number of distributors, engaged a regular supply of the meat, and sold it to the public at 23 cents a pound retail. The packers got busy after *The Globe* had created a market that was a serious factor, and through pressure got an order in council prohibiting exportation to the United States.

The Globe sold the entire alfalfa honey crop of California to the New York public through a chain of distributors at 10 cents a pound compared with 30 cents demanded by dealers of ordinary varieties. The Globe made direct arrangements with farmers by which they agreed to ship city people a barrel of apples at less than half the price usually charged. Many thousand barrels were sold in this way. The Globe made arrangements with high-grade manufacturers for a supply of canned goods and jams and sold the New York public high-grade stock at about one-half the ordinary prices.

The Globe allowed the dealers handling the goods a fair margin of profit. Full freight rates were paid for transportation. Jason Rogers, publisher of The Globe, said:

We merely cut out the parasites which have attached themselves to the traffic and influences which destroy edible foods in order to keep prices on a high level.

We found that the fish trust converted thousands of tons of edible fish into fertilizer in order to hold retail prices at the peak, and that in other lines the same process prevailed.

In the fall and winter of 1919, The Detroit News undertook to interest the people of Detroit in the food value of fish as a meat substitute. This would seem to be unnecessary in a metropolis situated on the great inland waters where fishing has been an industry for generations. Unfortunately for the public, Great Lakes fish was selling at 25 to 45 cents a pound; consumption, as ever, was in inverse proportion to prices; and commercial fishing was at a low ebb. Nor was there lacking the suggestion that there were large interests which were artificially maintaining prohibitive prices. The News succeeded in interesting a Boston fish concern and established a trade whereby Detroit people bought a half million pounds of fish a week direct from cars sent from Boston.

Under E. W. Van Valkenberg, *The North American* checked and exposed many abuses in the days when the old Quay spirit strangled politics and reform in Philadelphia. When Mr. Van Valkenberg began to look into the kind of food which corner groceries were selling to his city, he found 96 per cent out of 500 samples dangerously adulterated. He began an editorial campaign and when he finished only 9 per cent out of 800 samples contained dangerous adulterants.

Two hundred and sixty-four out of the 2,740 bakeshops in the five boroughs of New York were inspected by The World in 1906, and it was found that the Sanitary Code was being violated by many of them. City inspectors who had overlooked them were reprimanded, and there was a general house-cleaning among the breadmakers. In November, 1909, The World exposed the fact that there was a milk trust in New York. The World also exposed the poultry trust, and eighty-seven men were indicted by the grand jury.

In November, 1909, The World exposed the fact that an active trade was going on in rotten eggs in New York. Fully

1,000 cases a day of rotten eggs were being sold to bakers for sponge cake, pound cake, lady fingers. The exposure of *The World* was fully borne out by later investigations by state and federal officials. In 1919, *The World* investigated the cold-storage situation and showed that vast quantities of foods were hid in the big "coolers" awaiting higher prices. The district attorney then acted. In 1919 *The Evening World* investigated milk conditions and showed that the milk lobby at Albany had killed fifty-seven bills in the legislature. The governor appointed a Fair Price Milk committee.

After the war, Seattle bakers sold bread from 15 to 19 cents a loaf in Seattle and at 25 cents for four loaves in neighboring towns. The Seattle Star showed up the practice, with the result that bread prices were reduced in Seattle and many small neighborhood bakeries were started.

Important as the services of the press in behalf of better health have been, there is still much to be done. What has been accomplished should act as a stimulus to further effort. There is work, to take only one instance, for every earnest editor in every community in respect to the gruesome facts concerning infant mortality statistics. Despite our wealth and culture, these terrible facts obtain: Of approximately 2,500,000 babies born in the United States last year, 200,000 died in their first year. Scientists say that most of these deaths could be prevented. It is the duty of the newspaper to spread more information regarding sanitation, to see that milk inspection laws are enforced, and to discourage "hurried doctoring." Other fields of health and sanitation are just as rich in human interest and just as important to community welfare. Every city of 10,000 should have a fulltime health officer, sanitary police, and adequate nursing service. Larger cities should have free clinics for tuberculosis patients, for babies, and for maternity cases. All health forces and facilities should be coordinated and combined into a definite community-wide health program.

PROTECTING HUMAN LIFE

When directed by an editor who is deeply concerned over the welfare of his fellow men, a newspaper can become a powerful means of protecting human life. Attention has already been called to what newspapers have done to promote better housing, to protect human life, to insure sanitary food. A brief account of how some newspapers have fought other menaces to human life should prove stimulating and suggestive to editors.

It has been remarked before that the newspaper offers the most amazing opportunity to put ideals into practice. A remarkable illustration of this is the campaign carried on by the *Chicago Tribune* against the old-fashioned Fourth of July with its danger to life and property. The crusade was begun in 1899 and was carried on for twenty years. While it was originally the idea of one man and at first supported by only one newspaper, it eventually enlisted the aid of the entire press. Collier's has told the story of the inception of the campaign:

On the Fourth of July, 1899, Managing Editor Keeley of the Tribune was at the bedside of his small daughter, who was on the verge of death. The air about his home was filled with the din of that barbarous demonstration which as a matter of unquestioned fact we had come to associate with the demonstration of patriotism. Keeley, hovering over his little child, anxious to the point of frenzy, thought this noise was pushing her out of the world. Late in the afternoon in the midst of his distraction he called up the Tribune office to speak to his secretary, but there was so much of the clatter of celebration at both ends of the line that for a time neither could hear the other. An idea came to Keeley; "Get reports from thirty cities on the number killed and injured by this blankety-blank foolery," he said, "and let's see what it looks like."

Ten minutes later he called up again and dictated the exact form of the message to be sent, and added: "Make it a hundred cities, get the figures in shape, and we will print them."

The next morning on the front page of the *Tribune* there was a column devoted to the Fourth of July horror. On the following morning, with more data at hand, the results were elaborated in three terrible columns. This was the beginning of the *Tribune's* campaign for a sane Fourth. Other newspapers enlisted in the crusade the next year. The third year the American Medical Association requested its members all

over the country to compile post-Fourth fatalities. Life gave great impetus to the campaign with a cartoon in the issue for July 10, 1902, and thereafter carried on a persistent fight until a sane Fourth preserved at least 750 to 1,000 lives every year.

While the *Tribune*'s Sane Fourth crusade has come to a successful conclusion, a similar campaign—namely, against the sale of pistols to the general public—which it undertook some years ago has not yet brought legislative action, although public opinion in time will undoubtedly demand it. The *Tribune* has been waging a fight on this evil since 1920. In a recent editorial the *Tribune* pointed out that a mail-order firm often sent out as many as 1,100 firearms a day. The *Tribune* argued that the fact that Chicago, with half the population of London, has ten times as many murders is due largely to the ease with which pistols may be purchased. The solution which the *Tribune* and the other newspapers who have taken over this idea advocate is government manufacture and sale of firearms.

The *Tribune* has been especially active in its efforts to reduce the number of deaths from auto accidents. On January 1, 1924, the *Tribune* published a list of 721 persons who were victims of motor vehicles in 1923. The list occupied ten columns. Daily in 1923 the *Tribune* published its "clock of death"—a two-column cut of a clock the hands of which pointed to the number of deaths by motor vehicles, moonshine, and guns.

Many other papers have adopted the "clock of death" idea to present forcefully the menace of careless driving. Some papers have used other graphic methods. The Milwaukee Journal for a time ran the total deaths from autos to date at the head of every accident story. These totals were set in display type.

The Indianapolis News in the early part of 1924 published a daily feature on dangerous corners. A cut of a dangerous corner was published every day for fifty-one days. In addition, The News cooperated with the police and motor clubs of Indianapolis by offering a prize to the school showing the greatest efficiency in accident prevention. The Indianapolis Star printed a survey of the automobile traffic problem. In

the spring of 1923 The Star conducted a safety-driving contest for women, giving prizes to the best drivers.

About a year ago all three Detroit papers carried on a crusade against traffic evils. The Times sponsored an ordinance requiring drivers to stop their cars before entering twelve principal thoroughfares. It was passed by the City Council. Then The News announced prizes totaling \$2,000 for the most practical solution of the traffic problem, the police traffic department to decide which suggestion is most valuable. Recently The Free Press came out with a two-column frontpage announcement that it was to open stations throughout the city for the free inspection of automobile brakes and running gear. Certificates will be given to the owners of cars which satisfy the test. These cards, The Free Press announcement points out, will not only help the faulty cars, but will prove an invaluable aid in case of a civil suit, where a driver is accused of driving a car in unsafe condition. A twocolumn box is kept standing in the Times, which readers who see accidents or reckless driving may fill out and mail to the police traffic department.

T. H. Alford, publisher of *The Livonia* (N. Y.) Gazette, has originated a "Safe Drivers' Club" and is furnishing those who join it an emblem to attach to the car. This emblem reads "Safe Drivers' Club, 1924." Those who join the club have to sign the following declaration before they can enroll and receive the emblem:

"I agree to drive carefully at all times, always keeping in mind the rights of pedestrians and other drivers.

I will obey the laws of cities and states.

I will pause at all railroad crossings and look in each direction.

I will protect the lives of children, obey the police, and observe the school traffic signs.

I will signal to the driver behind my intention of turning or stopping.

I will do all in my power to stop the frightful loss of life and the large number of automobile accidents.

While most newspapers print detailed accounts of automobile accidents, the editor of The El Reno (Okla.) American

takes the other slant, and each week prints in a box an automobile honor roll of people who are entitled to recognition because of their careful driving. The names are supplied by traffic officers.

Largely through agitation conducted by *The Dayton Daily News*, the city established a thorough system of downtown traffic control by the operation of a series of street intersection lights, controlled by a central tower. The installation of this service, under the auspices of the Dayton Automobile Club, followed intensive agitation by *The Daily News* for a greater degree of traffic safety.

Fixers in the Municipal Courts building in St. Louis have for years succeeded in bringing political pressure to bear to save from punishment violators of the automobile traffic laws. The Star turned a searchlight on the Municipal Courts building in 1923 and as a result fixers have been largely eliminated in the handling of traffic cases, the city's revenue is materially increased, and the law more firmly enforced by fines.

The Columbus (Ohio) Citizen did much to stir up public sentiment against grade crossings, and as a result all grade crossings in the city have been eliminated, or will be in a short time.

Following the Iroquois Fire, the *Tribune* pressed for the prosecution of those responsible, and organized the *Tribune* Committee of Safety composed of leading engineers and architects. This committee formulated specific demands for a reform in Chicago's building code, demands which were incorporated in city ordinances and which have undoubtedly prevented many disasters during the intervening years.

Similar to the *Tribune's* crusade for the reform of the building code was a recent crusade by *The Indianapolis News* against fire hazards. Investigation by a *News* reporter disclosed that a number of the largest office buildings in Indianapolis were not provided with fire escapes in accordance with the laws of Indiana. The difficulty lay, *The News* asserted, in the lack of an adequate force of inspectors. Following the articles in *The News*, however, an investigation was begun by city and county officials.

The longest crusade ever conducted by *The Standard*, of New Bedford, Mass., was in 1916 and 1917, when, for fourteen months, an editorial was printed every day in advocacy of a building code to reduce the fire hazards. Not until the new building code was enacted did these editorials cease.

After 180 children lost their lives in the burning of a Collingwood (Ohio) school house, *The World* showed which school buildings in Greater New York demanded immediate attention. Echoes of *The World*'s crusade came from many outside towns and cities. In February, 1910, *The World* carried on a crusade against fire-trap theaters.

The Tacoma Times on July 12, 1924, published a front-page editorial entitled "Life Is Cheap in Tacoma." The editorial contained a list of the thirteen murders in Tacoma for the preceding eighteen months and showed that only one conviction for first-degree murder was voted by the jury. Only two men were given life sentences. All others were either acquitted or dismissed with short sentences.

For many years the most prized medal in the New York Fire Department was the Bennett medal for heroic action. This medal was awarded for the first time in 1869. The Janesville (Wis.) Gazette awards a Medal for Heroism to members of the local police and fire departments. In 1921 The Standard presented to the New Bedford fire department the finest silk American flag to be obtained, mounted on a handsome staff, to be awarded to the best-drilled company in the fire department every year. Alternating red, white, and blue pennons, inscribed with the name of the year's victor, are annually attached to the staff. Every month since January, 1920, the Chicago Daily Tribune has paid a reward of \$100 to a policemen, fireman, or lifesaver for exceptional acts of bravery. In its endeavor to promote a greater feeling of appreciation for the heroic conduct of men in public service, the Tribune has presented \$6,600 so far in Hero Award checks. The Tribune itself contributes this money. In exceptional cases the paper raises a fund in addition to the Hero Award.

START SOMETHING!

- 1. If your city or town is near water and there is danger of drowning accidents, you should advocate the purchase of a lungmotor or pulmotor, and citizens should be instructed in first aid.
- 2. Do you realize the benefits to be derived from having a school nurse in your town or community? Besides looking after the health of children and instructing them in personal hygiene, she would be helpful to the mothers of the community by organizing them into civic clubs with the object of improving the health, morality, and general social conditions of their community. This plan has been successfully worked out in many towns, especially in the South.
- 3. Advocate a baby-scoring contest with expert physicians to talk to mothers.
- 4. Is your city well provided with drinking fountains, particularly in the schools?
- 5. Montclair, N. J., has an active Board of Health made up of citizens cooperating with a full-time sanitary engineer health officer. They publish ice cream and milk analyses and distribute them to every home in the town. They enforce an ordinance that only properly inspected and stamped meat can be sold. They require that all glasses and spoons at soda water fountains shall be washed and rinsed in hot water or that individual containers shall be used. Periodic medical examinations of employees of barber shops, cooks, waiters in restaurants, milkers and handlers of milk, and clerks in food stores are made and have protected citizens against many diseases.
- 6. Are your city schools properly protected from fire? If they are not fireproof, have they sufficient fire escapes?
- 7. Muskogee, Okla., believed that fire drills in schools were all right until a real fire with real smoke occurred and children forgot their drills and became panic stricken. The fire department, therefore, holds occasional drills in which real smoke is sent up into the school room and children become accustomed to it and file out in an orderly manner.
- 8. Rochester, N. Y., taught its children fire prevention by assembling them on a playground, building a large fire, and then putting it out with a fire extinguisher manipulated and explained by a fireman. To show how easy it is to put out a fire one of the children was then allowed to repeat the operation. The high school chemistry classes of Pueblo, Colo., renew the chemicals in the fire extinguishers once a year. Bonfires are built and put out with the old chemicals, thus instructing pupils in actual use of fire-fighting apparatus.
- 9. Realizing that many fires start from sooty chimneys, St. Joseph, Mo., has created the position of Municipal Chimney Sweep, whose job it is to sweep every chimney once a year. The owner pays 25 cents a story for each chimney cleaned.

- 10. Station a reporter at some dangerous grade crossing and have him observe the hazardous chances that some motorists take. He will get plenty of material for an article that will make motorists sit up and think. Note various traffic crusades of Chicago, Milwaukee, and Detroit newspapers mentioned in this chapter.
- 11. The Yakima (Wash.) Herald conducted a campaign to make pasteurization of milk served in cities compulsory.

CHAPTER VI

IN BEHALF OF CONSTRUCTIVE CHARITY

Not only has the American newspaper aided its community in improving housing and health; in building monuments, art galleries, and better schools; and in obtaining park facilities, playgrounds, and the like; but it has been a leader in constructive charity as well—a service that has lightened the burdens of thousands of unfortunates.

In connection with its crusade against the evils of crowded slums, The Evening Post in 1878 launched the first Fresh Air Fund in American journalism.¹ The fund was founded for the purpose of sending children from the slums to country homes for summer rest and recreation. The Rev. William Parsons took charge of the work of finding farmers to take the children and personally supervised the transportation. Later the New York Tribune took over the fund and has administered it ever since.

The Tribune Fresh Air Fund maintains nine vacation camps in rural districts of New Jersey, Connecticut, New York, and Massachusetts. Out of the 14,144 children that were cared for last year, 6,000 were sent to these camps. Eight thousand were entertained in the homes of country people in eight states. Fresh Air committees in 234 rural communities are constantly engaged in seeking out people who will entertain the mothers, cripples, convalescents, and undernourished infants from New York. For the children entertained in private homes the fund pays the railroad fare only.

The average cost for a two weeks' vacation for a child is \$7. There were twice as many applications last year as the *Tribune* could fill. The *Tribune* is guided in its selection of deserving cases by the reports of welfare workers of 200 hospitals, settle-

¹ NEVINS, ALLAN: The Evening Post, p. 372, 1922.

ments, schools, clinics, dispensaries, nurses, churches, and similar organizations in all boroughs. The children are selected without questions as to color, creed, or nationality. Following are typical instances selected from the appeal sent out by the Fund:

A girl faints in an East Side public library one summer day—from starvation, the ambulance doctor says. The Fresh Air Fund sends her to the country for food a plenty, with a chance to play added.

A mother needs a major operation but can't enter the hospital for it and leave a little red-haired daughter alone at home. Six weeks of fresh air for little Red Hair solves the problem.

A boy of five years rides with his mother in an ambulance to a hospital maternity ward—not exactly the place for him, but there's no one at home to leave him with. The Fresh Air Fund sends him to the country until the mother can return home with his new brother.

So successful has the *Tribune* been in the movement that it has helped to institute similar work in other countries. France sends her children to the country under the name of "Les Œuvres du Grand Air" and in England it is termed "The Country Fortnight."

For nearly forty years The Chicago Daily News has conducted a Fresh Air Fund which supports The Daily News Fresh Air Sanitarium. The Daily News itself makes a large contribution to this fund every year, while inviting contributions from the public. A large sanitarium costing \$250,000 is operated on the shore of Lake Michigan by The Daily News for the benefit of ailing infants and tired mothers from the tenement districts of Chicago. Throughout the summer months this sanitarium receives many hundreds of infants and provides for them medical care and food as well as instruction in feeding and nursing for all mothers who apply for such instruction. Its medical and nursing staff is of high efficiency.

Since 1887 The Troy Times Fresh Air Fund each summer has been sending three or four parties of fifty or more poor children from the stifling heat of the unhealthy tenements of the city of Troy into the country for two weeks of fresh air, sunshine, nourishing food, and healthful recreation under

proper supervision. In the earlier days of the fund the children were sent out in small parties to the homes of charitable farmers, then a temporary Fresh Air Haven was leased at White Creek, Washington county, and subsequently a similar haven was provided near Petersburgh, Rensselaer county. But this plan, though it accomplished untold good, had its drawbacks, since it was lacking in the full freedom required and was not susceptible to the perfect control of a home owned by the fund.

Near the close of the year 1908 a movement was begun by the management for the establishment of a permanent Fresh Air Home, coupled with a plan to place the work of the fund upon an enduring basis, and it met with an immediate and hearty response from a number of friends of the fund. The Trou Times Fresh Air Fund was incorporated January 15, 1909, and thirty philanthropic citizens promptly subscribed \$100 each, making a fund of \$3,000 for the establishment of a permanent home. The property selected was a large and substantial farmhouse surrounded by about 50 acres of land, located in the town of Grafton, 2 miles east of Grafton Centre and 16 miles from Troy. Situated on almost the highest point of land in Rensselaer county, overlooking Petersburgh Valley and with a sweeping view of the Taconic range, the Berkshires of Massachusetts, and the Green Mountains of Vermont, the location is ideal. Far from the city heat and noise, swept by fresh, cooling breezes even on the hottest days of summer and surrounded by the verdant beauties of nature on every side, it is truly a children's paradise.

For a number of years The Detroit Free Press has maintained The Free Press Fresh Air Camp at an inland lake 20 miles from Detroit. During the summer season, children from the very poor families of the city are given a two weeks' outing at this camp. Permanent buildings have been erected, and it has developed in the course of years into an institution of considerable size. During last season, the paper gave a two weeks' outing to more than 800 children.

Almost 23,000 persons were benefited by *The Toronto Daily Star's* Fresh Air Fund in 1923. The total amount of money

collected was \$41,204.86. Exactly 6,805 guests were sent on two weeks' vacations and 15,837 were taken on daily outings. A manager of a ferry company donated 15,450 ferry tickets to the fund.

The Evening World of New York maintains a Kiddie Klub, the object of which is to provide outings for poor children and their parents. In some years as many as 7,500 children and their parents have enjoyed the hospitality of The Evening World and its readers.

The various children's clubs organized by the editor of the children's page of the *Brooklyn Daily Eagle*—the Humane Club, the Literary Club, the Art Club, and the Puzzle Club—combine into a Fresh Air Fund Club, which through public entertainments, exhibitions, sales, and personal contributions maintains an annual fund of no mean bulk for less fortunate ones of the city.

The Fresh Air Funds of American newspapers constitute an important social service. A vacation in the right environment may mean a permanent change in the life of a child. Records kept by the New York Tribune of a certain group of children last year showed that the average gain in weight after a two weeks' stay in the country was nearly 5 pounds for each child. Even without its charitable and hygienic aspect, the work would be noteworthy as a successful piece of Americanization.

The New York Herald started a Free Ice Fund on May 29, 1892, with a contribution of \$500 from The Herald. The purpose of this fund was to furnish free ice to the poor families of the city who otherwise would have been compelled to do without it. The lives of thousands of babies were saved by it, and the sufferings of an untold number of invalids were mitigated through its far-reaching efforts. All tickets to the Free Ice Fund were distributed on the recommendation of social workers, physicians, clergymen, and others familiar with the needs of the people who were living in the sections near an ice station.

The Free Ice Fund was abandoned in 1919. During the years of its existence more than 125,000,000 pounds of ice were distributed. Nearly 7,000,000 pieces were given away, one piece to a person, who, in turn, represents a family.

CHRISTMAS FUNDS

More and more newspapers every year are helping to make the Christmas of the poorer people in their communities a merry one. Some collect money, others give Christmas baskets, some arrange for Christmas dinners, while some endeavor to raise enough money to help needy people throughout the year.

Great progress has been made in the administration of charity by charitable organizations as well as by newspapers in the last few years. Years ago newspapers conducted Christmas funds in a haphazard, irresponsible manner. No preliminary investigations were made to see if the recipients were actually deserving. Too often the one or two men assigned to the task of sorting out gifts of clothing, toys, and food were overwhelmed with the volume of contributions, and dissatisfaction resulted among both givers and recipients of the gifts. Today it is pretty well understood that a distribution of gifts by a newspaper at Christmas may be charity but it is not constructive charity and that gifts of money should never be bestowed unless there is genuine need and unless there is absolute assurance that the money will be spent wisely.

Among all newspaper Christmas funds, that of *The New York Times* stands out as the best because of its excellent organization and management. *The Times* fund is scientific and constructive charity, since the money is expended only under the direction of trained charity workers. *The Times* began its appeal for "The Hundred Neediest Cases" in 1912. The following table shows the growth of the fund:

1912	\$ 3,630.88	1919	\$106,967.14
1913	9,646.36	1920	111,126.00
1914	15,032.46	1921	125,011.10
1915	31,819.92	1922	157,421.08
1916	55,792.45	1923	177,683.67
1917	62,103.47	1924	233,381.89
1918	81,097.57	1925	260,347.21

Since 1916 the response to the appeal of *The Times* has been so generous that the newspaper has been able to give relief to more than 100 cases. An average of 200 or more cases have

been aided for the last seven years. Three hundred and forty-eight families—a total of 1,425 individuals—were aided by the 1924 fund. More than 9,000 individuals have been aided since 1916. Contributions to the 1924 fund came from 11,350 persons from every state of the Union and from a dozen foreign countries. An analysis of the donations discloses that the givers of small contributions predominated—51 per cent of the contributions given were \$5 or less.

Reasons for the outstanding excellence of *The Times* fund are:

- 1. The sum given to each family is sufficient to take care of its needs for a year.
- 2. All the money contributed is used for the purchase of medicine, food, or clothing. The appeal is not made merely to provide a Merry Christmas. No toys are bought with the funds. Every dollar goes for essentials, since the cases are actually the neediest in New York.
- 3. The data regarding the One Hundred Neediest Cases are supplied by six charity organizations: the New York Association for Improving the Condition of the Poor, the State Charities Aid Association, the Charity Organization Society, the Brooklyn Bureau of Charities, the Catholic Charities, and the Federation for Support of Jewish Philanthropic Societies. The fact that the cases are commended by an organized charity body insures the scientific nature of the distribution of funds. The readers of *The Times*, therefore, have every reason to believe that the cases called to their attention by *The Times* are, in fact, the hundred neediest cases.

All cases are thoroughly sifted and certified. The need is unquestioned, and the amount and the nature of the help desired are clearly set forth. The result is very much as if a friend were to enter the house of a neighbor and call for immediate assistance in behalf of some unfortunate person about whom he knew all the facts. Because there is this frank statement of all the facts regarding every case, many contributions specify that their funds shall be used for a definite case. In this way the donors experience the thrill of personal accomplishment—it is as if they themselves rapped at the door

and said, "This is for you, and may your Christmas be merry and the next year bright."

The charity organization which recommends a case to *The Times* and its readers also supervises the expenditure of the money. When the appeal is listed a specific sum is requested. This amount is determined by a budget and is spent in accordance with this budget. Thus the unfortunates not only receive the financial aid needed, but they receive training in keeping account of what they spend and making intelligent plans for future spending.

- 4. Every dollar given goes to the One Hundred Neediest Cases. While the money is not distributed by *The Times*, but by the six charity organizations already mentioned, these organizations administer the funds free of cost. There is no overhead of any kind, administrative or executive. This feature of *The Times* plan has undoubtedly been a large factor in its success. Many people hesitate to respond to appeals for charity when they suspect that part of their contribution goes to pay the salaries of officials of an organization. The charitable organization, on the other hand, can well afford to administer *The Times* fund free since the publicity given their work in this way draws to them gifts far in excess of any incidental outlay which they may incur.
- 5. There is no organized or personal solicitation. In 1923 a gift of \$2,300 was declined because it had been directly solicited by a representative of one of the societies which distributes the fund.
- 6. All soliciting is done by the cases. Early in December each year *The Times* devotes four pages of a Sunday paper to a description of each of the One Hundred Neediest Cases. Following is a statement of one of the "cases," an entirely typical instance:

CASE 52

KENNETH, GRACE, AND CHARLES

The C.'s are an American family of three bright-eyed, dark-haired children, cared for and supported by their brave mother since their father deserted them four years ago. The mother's

health was undermined by an attack of pneumonia last spring, and since then her work has often been interrupted by other spells of sickness. Lighter work has been obtained for her at a nearby factory. The wages are small, because her health will not permit her to do much. Kenneth, at thirteen, feels his responsibility as head of the family, and is counting the days to his next birthday, when he will be able to go to work without interference from the law. Grace, who is eleven years old, and Charles, who is chubby and six, have their daily tasks. Investigation has shown an urgent need to supplement the mother's meager earnings through the coming winter.

Amount needed, \$450.

Case reported by the Charity Organization Society, 105 East Twenty-second Street. (Telephone Gramercy 4066.)

One of the striking characteristics of the appeal is the extreme delicacy shown toward the feelings of the families. First names only are given. Addresses, last names, and other clews to identity are withheld, since the people for whom aid is sought are not mendicants, but brave souls who through no fault of their own are in dire need. Revealed, indeed, are the substantial facts in all their pathos. No more gripping stories are ever published in *The Times* than the straightforward, unadorned accounts of "the other half" about whom most readers of *The Times* know little. The entire appeal of the fund lies in the unembellished stories of distress.

With each "case" is a statement of the amount necessary to take care of all needs for a year. From these figures the total good for the campaign is computed. About a column story is given to the campaign every day. In addition "reminders," of which the following are samples, are scattered through the paper:

DON'T FORGET THE 100 NEEDIEST CASES

Make checks payable to
Hundred Neediest Cases Fund
and mail to

THE NEW YORK TIMES
Times Square, New York.

LET THE THOUGHT OF

Christmas suggest to you the

100 NEEDIEST CASES

Make checks payable to
Hundred Neediest Cases Fund
and mail to

THE NEW YORK TIMES

Times Square, New York.

YOUR CHRISTMAS LIST

is not complete if it does not include a gift to the

100 NEEDIEST CASES

Make checks payable to Hundred Neediest Cases Fund and mail to

THE NEW YORK TIMES

Times Square, New York.

The fact that the collection of this fund is a matter of systematic repetition, and not the carrying out of a sudden impulse, as suddenly abandoned, adds very considerably to the efficacy of the money raised as a means of real relief. Due preparations for its distribution can be made by the organized charities through which it passes to the beneficiaries; months instead of days or weeks can be and are devoted to the selection and study of the cases most in need of immediate relief, in full assurance that the money will be forthcoming, for the effort never fails; and a "giving habit" is established in not a few contributors who otherwise would not have it. The Times has pointed out that:

. . . the funds could have been procured from one or more large givers through special personal solicitation. The great amount of space given during the past few weeks to the publication of the details of the greatest physical need discoverable in the city had a wider purpose. It was, through this news of need, not only to induce an intelligent active sympathy, but also to enlarge the list of givers and to cultivate habits of continued giving year after year. That the fund has risen from a few thousand dollars to nearly a quarter of a million intimates with what success this sort of education is progressing.

Since one of the objects of the fund is to instill habits of giving, *The Times* will not accept money raised by plays, entertainments, or similar projects.

Another feature that has developed in the appeal is the everincreasing practice of making the fund serve as a memorial. Last year many contributions were received "in memory of" some loved one. The Times annual appeal for funds has become an established institution in Manhattan. Both the public and the charity organizations recognize in it an element of permanency. When the late Charles Lehman made his will, he included in it a provision establishing a trust, the proceeds of which every year were to go to The Times Neediest.

A number of children find homes and parents yearly through the Neediest Cases. Children who were in the lists of other years are now in colleges or out in the world through the upbringing that came to them from the hands of foster parents found among *Times* readers. Little ones who were listed as crippled have been benefited through operations made possible by contributors to the fund. Boys who seemed headed for "the gang" were turned to the paths of good citizenship.

The success of *The Times* fund shows not only what a newspaper can do in relieving distress, but it is also an object lesson to charitable organizations in that it is a concrete illustration of the mutual benefits of cooperative effort.

The excellence of *The Times* fund lies largely in the fact that trained charity workers administer it. Well-meaning people who lack experience in such matters often do more harm than good by failure to distinguish between legitimate and simulated

needs. That it is not always necessary, however, for a newspaper to turn its funds over to charitable agencies in order to insure proper spending is illustrated by the Christmas Fund of the Seattle Post-Intelligencer which has been in successful operation for many years. The Post-Intelligencer Christmas Fund has been supervised by F. L. Garrison, circulation manager ever since it was organized in 1911.

Work on the Christmas Fund begins the day after Thanksgiving. The names of the families or individuals in distress come in from city or county nurses, from relief societies, from the Veterans' Bureau, from churches, from organizations such as the Eagles or the Elks, or from neighbors. As the information about a case is received, it is recorded on a special card which Mr. Garrison has evolved out of the thirteen years of his experience with this work. At the top of the card is the name and the address. Then follows information about the number of children, how many boys and how many girls, their ages, whether father is living and working, if mother is living, if she is working, and what the family needs most. Here are noted the toys that the children wish Santa would bring them. In the lower right-hand corner is a space for the name of the verifier. In the left-hand corner is a space for the reasons for refusing the request, if it is reported on unfavorably by the verifier. Special information is put on the back of the card.

These cards are filed alphabetically, but only Mr. Garrison has access to them. He gives each card a number and everyone else who is associated with the work knows the cases by number only. Mr. Garrison has said:

Every case reported to us is checked up by a verifier. We employ five or six women just before Christmas for this special purpose. A number of them have been doing this work for us for several years and they know how to distinguish between the professional dependent and the family that is really deserving. They not only visit the family, but also make inquiries of the neighbors, of the grocer, and of the butcher. The opinions of at least two people are always obtained by the verifiers in order that there may be no bias in the report.

The constructive character of the *Post-Intelligencer's* Fund is illustrated by the fact that today forty-six people are regular contributors to the fund who some years ago were in distress and were then given relief which enabled them to get a new start in life.

Somewhat similar in operation to The New York Times Fund is the Old Couples' Fund of the New York Evening Post. This fund, which is also raised at Christmas time, is to enable old folks to keep their own homes instead of separating and going into institutions. The fact that they can be together is often the only comfort that destitute old people have. Recognizing this fact, the Evening Post every year asks the six leading charitable organizations in New York to determine the most deserving cases. From twenty-five to thirty couples are usually taken care of by the fund raised by the Evening Post. A frank statement regarding each case is then printed in the Evening Post on December 1.

A number of years ago *The Standard* of New Bedford (Mass.) distributed toys to children who otherwise would not have received gifts. After several years' experience it was found that the practice was breeding a hoard of little beggars and that the requests from the homes of the well-to-do actually outnumbered those from the needy. As a result, this Christmas distribution was abandoned and for several years past the newspaper has substituted *The New York Times* idea of relief for the city's most destitute families, supplementing it by relieving other cases of distress which are invariably reported to it in considerable numbers.

Formerly all Detroit newspapers conducted separate Christmas funds, but as a result of modern ideas in charitable administration the handling of all Christmas charity funds raised by the Detroit newspapers is now entrusted to the Old Newsboys, an organization of former newsboys of the city, founded several years ago by James J. Brady and David A. Brown. The Old Newsboys merely act as custodians for the funds and their actual distribution is handled by the Associated Charities. Aside from the funds turned over by the newspapers the Old Newsboys spent one day each year,

about a week before Christmas, selling papers at their old stands on the city streets, each paper bringing from 10 cents to possibly as high as \$50 or \$100. Whatever is offered for a paper is accepted—no change is given. The organization includes Gov. Alex J. Groesbeck and Mayor John W. Smith, of Detroit.

The Good Fellow idea, which is probably used by more newspapers than any other form of Christmas charity, was originated by the Chicago Daily Tribune in 1909. The Good Fellow plan is popular among readers because, if he wishes to do so, a Good Fellow may personally bestow his present upon a deserving family or individual. It is popular among newspapers because it involves the minimum of responsibility on the part of the newspaper. Among the newspapers which, in addition to the Tribune, annually sponsor Good Fellow Clubs are The Kansas City Star, The New Orleans Item, the San Francisco Examiner, the San Francisco Call and Post, The St. Louis Times, The News-Scimitar of Memphis, The Minneapolis Journal. Some papers, among them The Minneapolis Journal, carry on the idea the year around. Work for the needy is supplied through the organization, as are all food, clothing, and on some occasions, money. More than 5,000 individuals have been aided by The Minneapolis Journal Good Fellows in fourteen years. Somewhat similar to the Good Fellow plan is the Bluebird Bureau of the Oakland (Calif.) Tribune, which, in addition to its annual work on Christmas, relieves immediate distress throughout the year. Wants are published and the public supplies them. The Bluebird Bureau has been operating six years and has raised and distributed more than \$10,000.

A large number of newspapers sponsor some kind of a Christmas fund. Telegrams to *Editor and Publisher* in December, 1924, showed that newspapers in New York, Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, Memphis, New Orleans, and San Francisco raised a total of \$600,000 for Christmas gifts for the needy.¹ The New York American raised about \$160,000 for its Christmas and Relief Fund;

¹ Editor and Publisher, Jan. 3, 1925, p. 30.

the Brooklyn Daily Eagle raised about \$12,000 for the Thirty Neediest Families: the Boston Post. \$26,000: the Boston American, \$15,000; and The Boston Telegram, \$879: the Chicago Herald and Examiner distributed 8,000 baskets; the St. Louis Post-Dispatch distributed about \$15,000 worth of gifts and baskets; The New Orleans Times-Picayune presented dolls and toys to both white and negro children: The Evening Sun of Baltimore sponsored a movement to provide a merry Christmas to orphan children; The Baltimore News ran a list of opportunities to do Christmas good; The News of Cleveland conducted a gift department, in which toys were requested for needy children; The Cleveland Press printed the names and addresses of children who would have no Santa without outside assistance; the Cleveland Plain Dealer followed its custom of years and gave away prizes ranging from \$50 down for Christmas stories submitted by high school and grammar school students; the Wausau (Wis.) Record-Herald managed a fund which supplied 200 families with Christmas dinners; The Birmingham News managed its sixteenth annual Christmas fund; in New York, The World and Paul Whiteman were hosts to 6,500 children at the Hippodrome.

RELIEF FUNDS

The idea that a newspaper should take charge of funds for distress originated about the middle of the nineteenth century when the public conscience generally was quickened with sympathy for all classes of unfortunates. In 1854 The Times of London under John T. Delane raised a fund of £25,000 for the sick and wounded soldiers in the hospitals of Scutari and Balaklava. This was probably the first instance of the kind in the history of journalism. During the World War, The Times raised the largest fund a newspaper has ever collected. The total of The Times Red Cross Fund, all for the sick and wounded soldiers of the allied countries, was approximately £16,000,000.

The New York Herald under the Bennetts had a distinguished record for relief work. The Herald's Irish Famine Fund, to which the newspaper itself contributed \$100,000, reached

\$334,666. The Herald financed the expedition of Henry M. Stanley, who made his way through equatorial Africa to find the lost explorer, Dr. David Livingstone. The Herald sent an expedition to rescue Sir John Franklin, courageous British navigator who went into the Arctic seas in 1845 to discover the Northwest Passage.

Among the other relief movements which The Herald has aided are: forest fire sufferers in 1872; Chicago fire sufferers in 1876; Ohio River Flood Fund, to which The Herald gave \$5,000; \$15,000 to the people of Johnstown, Pa., in 1889; \$3,441 for the Park Place disaster sufferers; fund for the sufferers from an earthquake on the Greek Isle of Zante in 1893; aid for the "Maine" crew in 1898; \$12,000 for the poor of New York City in 1899; aid for Actors' Home Fund, to which The Herald gave \$10,000 and collected \$50,000 in ten days; support of Cuban relief work in 1901; collection of \$25,000 and sending of two train loads of foodstuffs to the sufferers from the Galveston flood in 1900; \$7,173 for the victims of the Martinique eruption; \$1,000 toward a building fund of the Kingston (Jamaica) parish church which had been destroyed by an earthquake: \$35.418 for the destitute in Messina, Sicily, following the earthquake of 1908; support of the San Francisco Earthquake Fund; and aid for the Miami River flood victims in 1913.

The various relief funds of *The Herald* are listed in detail because the Bennetts' record in this respect is perhaps the most outstanding in American journalism. Space is lacking to record relief enterprises of other newspapers. It is a matter of general knowledge how the press has come to the aid of the unfortunate victims of earthquakes, floods, tornadoes, railway wrecks, epidemics, and fires. While *The Herald*, itself, in most cases attempted to distribute the money it raised, newspapers today should turn their funds over to the relief associations, such as the Red Cross, which are organized for that purpose. Helpful charity is difficult to administer. Only trained charity workers should do relief work. It is easy to make dependents and paupers and difficult to help the poor permanently. In many cases it is not an alm, but a friend that is

most needed. For every dollar that is expended for relief, an equivalent in service is essential. Scientific social work will alone bring permanent results. The skill of the social worker is similar to the skill of the doctor and the nurse. Just as it would be harmful to administer the doctor's pills and powders without his skilled advice, so it may often be disastrous to a social invalid to give him relief without the advice of a specialist in this kind of work. "Relief agencies" which "relieve" without rehabilitation and prevention are harmful. This applies with particular force to all projects for the aid of the poor, such as Christmas funds, ice funds. and fresh air funds. In this connection let it be pointed out once more that The New York Times Fund or the Hundred Neediest Cases offers a practical object lesson in constructive charity. Through the cooperation of The Times with relief agencies, the beneficiaries of the fund receive friendly counsel as well as financial relief. There is no possibility that any portion of the money will be paid to undeserving poor. Without such safeguards a newspaper should view with alarm, instead of pride, an increase from year to year in the sum it collects for charity.

COOPERATION IN CHARITY

Not the least among the charitable services of American newspapers has been that of urging the union of all relief activities in various cities. In Duluth, for instance, The Herald first advocated the idea of grouping charitable and special welfare agencies into a community fund with one annual drive for all. This plan has now been in successful operation for three years. In the fall of 1923 The Birmingham News sent its managing editor on a tour of cities that had adopted the Community Chest idea. This tour of investigation and the resultant publicity caused Birmingham to adopt the plan, with an oversubscribed chest for the first year. So many tag days, drives, and the like took place shortly after the war, that The Milwaukee Journal proposed a centralized drive for funds to be held once a year in which each charitable organization was to solicit funds through a consolidated staff of canvassers.

This was done in Milwaukee, and last year \$668,648.17 was raised for thirty-three organizations.

All over the United States, charity workers point out Middletown, Ohio, as a city with an ideal plan of cooperation between the newspapers, charity workers, and the public. Middletown is an industrial city with a population of about 25,000. Until a few years ago it had the usual hospital, a library, charities, and relief organizations operating independently of each other. Frank B. Pauly, when editor-manager of The Middletown Journal, suggested that, since all the organizations had the welfare of Middletown as their object, they should all be supported by a common fund and be housed in the same building. He suggested a fund of \$1,000,000 as the goal for the consolidated organizations.

This plan of cooperative community effort met with immediate approval. The entire amount was raised in two weeks. Nearly every family in the city gave something. The result was a civic spirit in Middletown which justifies the slogan, "Middletown, a City with a Soul."

After the public service made possible by the Million Dollar Civic Fund had been dispensed for the common good for four years, it was seen that a sustaining budget would be necessary to carry on the work created by the million dollar effort. The Journal supported another campaign which proved a decided success—a membership pledge of \$165,000 a year for three years was raised within one week's time. This campaign made it possible to expand the program of civic service.

The Journal advocated the Middletown Civic Association as a successor for the Chamber of Commerce, as the latter name no longer conveyed the proper idea of the welfare work being conducted by it. The Association was organized with a membership of 4,200, all of whom had subscribed a membership pledge of \$12 per year for a period of three years to the sustaining fund.

A building for housing the Middletown Civic Association and all of its agencies was provided. These agencies are all supported by the Association's budget. There are seventeen agencies or subdivisions of the Association: the hospital, library, Boy Scouts, Y.M.C.A., Girls' Club, Girl Scouts, Salvation Army, Girls' Training School, home service, public health, ex-service relief, employment bureau, agricultural extension, recreation, celebrations, municipal music, and contingent fund, which includes a sinking fund for the community memorial building to be ultimately erected. The Middletown Civic Association is, therefore, a single, all-embracing organization charged with and responsible for the development, assistance, and administration of all civic and social services not directly administered by the municipal government or the Board of Education. The advantages of this Middletown system are economy and non-duplication of services.

Representing the 4,000 members of the Civic Association is a Board of Governors consisting of thirty-six members. Twenty-seven members of this Board are elected at large from the membership of the Association. The remaining nine members of the Board are selected by the following organizations: trustees of the Middletown Hospital, trustees of the Middletown Public Library, directors of the Y.M.C.A., directors of the Girls' Club, City Commission, Boy Scout Council, Board of Education, and the Middletown Post, American Legion.

While the Y.M.C.A., the library, the Boy Scouts, the hospital, the Girls' Club, and the Girl Scouts are beneficiaries of the Civic Association funds, they are not under the latter organization's immediate administration—they have representation in the Board of Governors by one appointive member, each. This privilege is also extended to the City Commission, the Board of Education, and the American Legion, so that these organizations can aid in avoiding any duplication of work or service.

The Board of Governors elects an executive committee of nine members, who will be charged with the actual handling of the government of the Civic Association. They elect a president, first vice-president, second vice-president, and a secretary-treasurer. They also appoint a managing director who is responsible for the administration of the affairs of the Association.

Under the supervision of the managing director comes the work of such bureaus as the home service, public health, ex-service, relief, employment, agricultural extension, recreation, celebrations, conventions, municipal music, etc. He also has the responsibility for the supervision and monthly disbursement of operating funds and appropriations for the various affiliated and beneficiary services.

Closely allied in spirit to the community relief fund idea is the community trust fund plan.

Men of wealth frequently leave part of their estate to charitable, social, or educational agencies. Often with the passing of years and with changes in the social system, the institution to which the money was left becomes obsolete as the reason for its existence disappears. This fact has given rise to the community trust fund idea. Under this plan, the rich man bequeaths his money to the community trust fund and the administrators of this fund—a committee of representative citizens-dispense it according to the needs of the time. Thus the Cleveland Foundation, the first of the community trust funds, provides money for assisting educational and charitable institutions; for promoting education and scientific research; for the care of the sick, aged, and helpless; for providing facilities for recreation, and for other educational and charitable purposes which will best make for the mental, moral, and physical improvement of the people of the city.

Wills now in existence pledge to the Cleveland Foundation more than \$100,000,000. This sum is sure to grow as the years go on. It has interested others than the rich, for by the combination of small gifts great things are possible. Approximately fifty such trusts are reported from different American cities, but some of them are still waiting for the first bequests so they may be permitted to function. The initiation of the movement for such a trust in his community would be a worthy enterprise for every editor.

A number of New England dailies, among them the Meriden Record, have attempted to stimulate interest in community

 $^{^{\}rm 1}\,\rm Greenough,~Walter:$ "The Dead Hand Harnessed," Scribner's, December, 1923, p. 697.

trusts in the following manner: The newspaper takes the initiative in deciding to raise for its city a sum varying from \$16,000,000 to \$100,000,000. It next decides what savings bank, national bank, or trust company shall be favored with the fund. The paper then secures the sixteen to 100 public-spirited individuals who will each give \$1,000,000 to their native city. Each of these donors, however, deposits but \$10 in the bank. It is given with the understanding that each \$10 must remain at interest until it amounts to \$1,000,000, when it will be available for civic use. This will be in less than 300 years. The plan, which has been copyrighted by Wayne C. Smith, business manager of the Record, is thus a striking lesson in thrift as well as a method for calling attention to the community trust fund idea.

START SOMETHING!

- 1. Since the public obtains from the press the first news of great disasters, the newspaper is in a peculiarly strategic position for effective solicitation of relief funds. The newspaper can aid not only at Thanksgiving or Christmas time, but during severely cold weather, during long periods of unemployment, in case of great public disasters, and in cases of great individual needs.
- 2. Probably the most remarkable ship that ever sailed the seas was the famous Santa Claus ship sent to Europe by 150 American newspapers and their readers in the winter of 1914. James Keeley, publisher of the Chicago Herald, suggested the idea. The collier "Jason" of the United States Navy was loaned for the purpose. The ship left New York two weeks before Christmas laden with 6,000,000 gifts, which were distributed in England, France, Belgium, Germany, Austria, Russia, and the Balkan states. The ship was officially received by the various governments.
- 3. A new idea was introduced into Christmas funds in 1924 by *The New York Herald Tribune*, which raised \$35,000 to provide radio sets for the blind. *The Cleveland Times* gave sets to a considerable number of invalids.
- 4. The San Francisco Chronicle inaugurated in 1921 a "Shower of Gold" Christmas party for the disabled soldiers in the United States government hospitals about San Francisco Bay. Funds, cigarettes, candy, and other Christmas articles were collected by The Chronicle, and the entire amount of the collections distributed to the disabled soldiers. The entire expense of administration and handling was borne by The Chronicle, so that every penny contributed went to the soldiers in the

form of cash. Each soldier patient in the hospitals has received \$25 in gold coin and a Christmas box every year since 1921. The Memphis Commercial Appeal carried out a similar idea in raising a special fund for the veterans in the United States Hospital.

- 5. Every year when a circus comes to Seattle, the *Post-Intelligencer* arranges for a show at the Children's Orthopedic Hospital. The performance is staged outdoors and the children are brought out on their beds. They are supplied with balloons, candy, peanuts, and ice cream. Many have never seen a circus. Performers visit those who cannot be brought outdoors.
- 6. When President Grant lost all of his personal fortune *The New York Times* raised a fund of \$250,000 which was placed in trust for him. George Jones, owner of *The Times*, took a deep personal interest in the fund and served as one of its trustees until his death.
- 7. Recently a colored man in Indianapolis jumped into Fall Creek to rescue two white boys, thereby losing his life; within a few days *The Indianapolis News* had raised a considerable sum for the relatives of the hero.
- 8. In Boston, *The Post* raised within a month a sum of \$16,000 as a fund for the widow of Patrolman William G. Clancy, who had been killed while on duty in a dance hall.
- 9. Jimmie English, age eleven, lives in San Antonio, Tex. Jimmie had a blade of grass in her lungs for four years. When her condition became critical a San Antonio newspaper raised \$1,000 to send her to the Washington University Medical School at St. Louis, where a lung specialist removed the grass.
- 10. Even college dailies have caught the spirit of service that is the very soul of journalism. At Indiana University is Russell Judd, a blind boy who is working his way through school by peddling brooms. Last winter he became ill with inflammatory rheumatism and lay in the city hospital "broke." The Indiana Daily Student, a college paper, came to his rescue and in a few days raised a fund of more than \$300 among its readers—a sum which was sufficient to carry the blind boy through the school year.
- 11. At Glen Lake sanitarium, 9 miles from Minneapolis, there are 262 tuberculosis patients. Of these, sixty are children from five to fourteen years old. The others are adults, most of whom are from eighteen to thirty years old. One-seventh of 1 per cent of these patients are confined to their beds and thereby deprived of all recreation.

The Minneapolis Journal conceived the idea of making it possible to supply radio entertainment for the inmates of the sanitarium. On Sunday, April 15, 1923, the following appeal was printed on the first page of the paper:

- "Do you know what monotony means?
- "Did you ever spend a year, a month, or even a week in bed through illness?
- "Did you find that the days fled swiftly or that they lagged and that you welcomed any diversion however light?
- "Probably the latter was the case and you rejoiced when anything relieved the tedious monotony of days after days in bed."

Then the transition was skilfully made to the plight of the patients at the sanitarium, and an appeal was made for \$5,500 to buy a large horn for the auditorium, four smaller ones for the children's buildings, and headpieces for all patients confined to bed.

By Thursday evening the amount asked for had been raised and contributions were still coming in. Finally a check for \$7,366.15 was turned over to the sanitarium. This amount was sufficient to buy headpieces for all the patients.

12. The Chicago Daily Tribune maintains a department known as "The Friend in Need," which was established with the object of bringing together the people who have surplus articles to give away and those who need them. It recognizes the fact that the cast-off articles in the possession of some people may fill an actual want in the homes of others. In the third of a column devoted to this department appear letters such as these:

FOR THE WOMAN WHO SEWS

"I have a good sewing machine with all attachments that I will give someone who will call for it."

K. A. W

SHE HAS NO ICE BOX

"I am a widow, a shut-in, in poor health. I wonder if someone has a small ice box or refrigerator to send me. I have no way of keeping my food when the warm weather comes. I would be willing to pay to have it brought to my home if it wouldn't cost much."

Mrs. J. H.

"The Friend in Need" started as a household exchange conducted by Marion Harland, when James Keeley put into practice his theory that the big development of a newspaper should be along lines of personal service. The next step in its evolution was an actual homeworkers' exchange, probably the only one ever tried by a newspaper, to which women workers brought the products of their homework: garments, fancy work, handicraft of all kinds, as well as edibles, cakes, pies, jellies, etc. When it was discontinued, "The Friend in Need" took its place, corporealized by Miss Margaret Reidy, who uses the suggestive name "Sally Joy Brown." A few months ago the department was added to

the features of the *Tribune's* offspring, the *New York Daily News*. Miss Reidy has seen her letters grow from a few hundred a year to thousands.

Requests are not investigated before they are printed because in the six years in which she has conducted the department, Miss Reidy has had less than ten complaints of impostors. This almost negligible number justifies her in spending all her time and effort in positive welfare work rather than in the negative work of investigation.

CHAPTER VII

THE EDITOR AS CRUSADER

Crusading is not one of the natural, normal functions of the newspaper. It is not an everyday duty, fortunately, but an occasional responsibility not to be shirked by any editor who wishes his paper to be known as a journal of vital purpose. It was because of the newpaper's importance as an aid to good government that it was given special favors in the Bill of Rights and through the second-class postage rate. Many newspapers have taken the name "Tribune." The tribune was the old Roman officer to whom the common people could bring their complaints against the wrongdoer. His special duty was the defense of the plebeians. The name "Guardian" carries the same idea—the idea that a newspaper is the defender of the interests of the public.

Crusading offers an opportunity to a newspaper to perform a great public service. No newspaper can be called a community builder if it puts its efforts into a campaign for beautiful lawns, the elimination of billboards, or the construction of war memorials, while glossing over inadequate fire escapes in department stores or theaters, pollution of the city water supply through sewage dumping, or a train wreck caused by a switch carelessly left open.

Daniel Defoe, father of English journalism, was a crusader. Other men there were, too, in those early days of English journalism, who knew that crusading is one of the duties of the newspaper. Sir Philip Francis, with his "Letters of Junius," poniarded the treasury bench in a corrupt age. Jonathan Swift showed a conception of newspaper work that went beyond the reporting of the day's events. William Cobbett, shrewdest man of his day, through his weekly Political Register created an irresistible impulse for enfran-

chisement of the voiceless and voteless masses of England. In the colonial period in America, Benjamin Harris and James Franklin attempted to assert the right of a free press in the days when the press was not free. John Peter Zenger succeeded where they failed. William Cullen Bryant, beloved and revered as a poet of nature, was a vigorous and aggressive crusader when editor of The Evening Post. William Lloyd Garrison carried on a crusade for thirty years. Samuel Bowles, the third, scourged both the private and public wrongdoers. Joseph Pulitzer, with his passionate devotion to public welfare, looms in the history of American journalism as the supercrusader. Fremont Older is the outstanding journalistic knight errant of today—a man who unhorsed politicians. jailed boodlers, and ran grafters out of town. William R. Nelson told his associates on The Kansas City Star: "This paper is attorney for the men and women who pay it 10 cents a week."

In Tulsa, Okla., is an editor who has caught the fiery ardor of a Pulitzer and a Nelson and is striving with all his might to right the wrongs that he sees about him. Richard Lloyd Jones, editor of *The Tulsa Tribune*, has proclaimed the creed of the crusader:

Do not avoid news. Tell it. Avoid private scandal always, except where its court record or vital statistics concern the social structure. Then point out its lesson in the telling as the novelist or the dramatist would do. Tell all the public scandal. The paving contractor who charges the city for rock excavation when he only digs sand, who lays concrete between curbs 32 feet apart and sends to the city a 46-foot bill, should be exposed, and the paper is an enemy of society that will not search out these facts and boldly publish them. The newspaper that will ignore that story to give space to some pleasing sunshine thesis that is good reading any old time and in any old place may serve the needs of a cult but it will never serve the needs of our country.¹

Mr. Jones' admonition to "tell all the news" is an answer to a question that newspapermen have raised ever since the press became free from censorship. "Am I to tell these things or hold my tongue?" was the inquiry that William

^{1 &}quot;News and the Newspaper," Bull. 28, Univ. Mo.

Howard Russell, the first war correspondent in the history of journalism, the representative of *The Times* in the Crimea, addressed to his illustrious chief, John T. Delane, in 1853. And Delane, one of the greatest editors the world has known, replied in unequivocal language. There followed from Russell a series of brilliant dispatches in which he exposed the wretched state of the English army at Sebastopol. "The men are sleeping on ice," he wrote. "The army has dwindled from 55,000 to 11,000 fit to hold a musket."

The Times came in for abuse and reviling for this exposure of the truth. A British general ordered Russell's tent kicked down because the correspondent was an interloper, he said. The War Department, setting a precedent which war departments in many nations have since followed under similar circumstances, insisted that The Times was giving aid and comfort to the enemy. But neither Russell nor Delane turned from what they clearly saw to be their duty. Finally, in January, 1854, Roebuck, a radical member from Sheffield, moved for an inquiry into the management of the war. The ministry of Lord Aberdeen was overthrown by a 2 to 1 vote and Lord Palmerston formed a cabinet which brought the war to a successful conclusion. Sir Evelyn Wood has said that Russell's articles saved the remnant of the British army.

CRUSADES OF THE WORLD

If crusading were the natural, normal function of the newspaper, then William Lloyd Garrison would stand out as the most illustrious example of a crusading editor. The first duty of a newspaper, however, is to print the news, not to reform. Hence, Garrison, whose *Liberator* was founded to free the slaves and was suspended when emancipation was proclaimed, cannot in all fairness be compared with other editors, much as every journalist must admire his persistence which enabled him to keep up a fight for thirty-four years in the face of persecution, threats of assassination, with a reward of \$5,000 offered for him, dead or alive, by the state of Georgia, and with subscribers in arrears and financial difficulties besetting him.

Joseph Pulitzer rather than William Lloyd Garrison represents the highest type of crusading journalism. The World is first of all a newspaper—a great independent and liberal newspaper. But it has never been satisfied with merely printing news. True to its platform, The World has been an institution that has always fought for progress and reform, never lacked sympathy with the poor, and has always been devoted to the public welfare.

In the history of American journalism two crusades stand out above all others as remarkable for their boldness and the persistence with which they were fought to the finish. One is that of *The New York Times* against the Tweed Ring. The other is that of *The World* on the insurance companies.

The World began the battle against the insurance companies alone. Single-handed the paper brought about the reform of life insurance administration in New York against the opposition of the governor of the state, the legislature, and the business interests. The fight began in 1905. For some time Joseph Pulitzer and his associates had suspected that insurance and politics had formed a corrupt alliance. Tangible clews came with the fight over the spoils of the Equitable Life Insurance Society between the president, James W. Alexander, and the vice-president, James Hazen Hyde. With the charges and countercharges of the contenders as working clews, The World dug into the story and told its readers how the earnings of \$400,000,000 of assets had been misappropriated. paper charged that the executive officers of the company, as directors in other corporations, sold securities to the Equitable at enormous profits to themselves and that company funds were used for private speculations. The World demanded an investigation of the company and the resignation of Alexander and Hvde.

A committee of trustees of the company was appointed to investigate. The committee substantiated the charges made by *The World*, and Hyde and Alexander resigned.

But *The World* kept on asking for a real investigation. The governor of New York ordered the state Superintendent of Insurance to inquire into the matter. He conducted an inves-

tigation behind closed doors, but made a report corroborating The World's charges. He declared that a more thorough investigation was needed. He refused to make public the evidence upon which his report was based. The evidence was kept in his safe in Albany and neither the district attorney nor the governor had copies or had seen it. On July 11, 1905, The World electrified the country by publishing a transcript of the evidence. It renewed its demands for a real investigation and charged that there was a league of corruption, made up of the Equitable, Mutual, New York, and Prudential.

Ten days after the publication of the evidence, Governor Higgins asked the legislature to appoint a committee to investigate insurance methods. This committee, known as the Armstrong Commission, employed Charles Evans Hughes as chief counsel. Through his masterful handling of cross-examination and his patient sifting of testimony Mr. Hughes came into public notice as a lawyer of unusual abilities and high ethical standards.

Testimony before the committee showed that more than a million dollars was spent in ten years by these companies in corrupting legislatures; that each company paid from \$50,000 to \$75,000 to the Republican National Committee in 1900 when McKinley was a candidate and again in 1904 when Roosevelt was running; that the Mutual and the New York Life were run as a strictly family affair by the McCurdys and McCalls; that the Mutual had paid \$4,918,607 to McCurdy. his son, his son-in-law, and other members of the McCurdy family; that dividends to policy holders went down and the McCurdy salaries went up; that the Equitable had a "Yellow Dog" fund which at one time amounted to \$1,400,000 for the payment of political campaign assessments, blackmail, and other secret payments; that the Mutual maintained a "House of Mirth" at Albany where members of the legislature were free guests.

Not only did *The World* lead in the fight on the mismanagement of the insurance companies, but it virtually wrote the laws which were enacted to correct the situation. These laws prohibited insurance companies from holding stock in .

other corporations and provided for a register of lobbyists at Albany. Deferred dividends were abolished and the cost of getting business was restricted. All corporations, insurance and others, were forbidden to contribute to political campaign funds.

Thus through the efforts of one newspaper, a huge finance hoax—comparable in magnitude to the Mississippi Scheme and the South Sea Bubble—was exposed. Most of the guilty officials, attorneys, and politicians were removed or retired from public life. In this respect the sequel to the insurance scandal is more encouraging to the student of public affairs than the results of the Tweed Ring exposure. But as in the Tweed Ring, the greatest evil remained untouched by the law, that is, the control of cities or private corporations by dishonest men. Here unceasing vigilance on the part of every newspaper can alone supplement the law.

Another remarkable feat of *The World* was the way in which Joseph Pulitzer, with all the resources of publicity that he could command, threw himself into the breach that was widening between England and the United States following Cleveland's Venezuela message. The newspaper had supported Mr. Cleveland as a candidate and had upheld most of his policies after he took office. Nevertheless, in the Venezuela boundary dispute, Mr. Pulitzer differed sharply with Cleveland and denounced his policy as dangerous to the friendly relations between the two countries. After President Cleveland had sent his message, *The World* dispatched 500 cables and telegrams to leaders of thought in England and America. The opinions printed in *The World* were so unanimously for peace that a conflict was averted and the dispute was arbitrated. Joseph Chamberlain said:

The World led public thought when it secured an expression of opinion from the leading men of Great Britain and America. It performed an inestimable service to the English-speaking people of the world.

Another incident during Cleveland's administration showed Mr. Pulitzer's larger view of the mission of journalism. In 1895 the United States was to sell \$100,000,000 worth of bonds to the J. P. Morgan syndicate at a price many millions lower than the market price of similar bonds previously issued. The World printed "An Appeal to the President" and asked him to offer the bonds directly to the people, assuring him that the people would quickly subscribe for the whole issue and pay a higher price than the syndicate. The World pledged itself to take \$1,000,000 worth at the highest market price. For fourteen days The World stood alone. In that time it printed daily from thirty-six to forty columns of arguments and appeals. It sent messages to 10,370 bankers all over the country. It received replies from 7,130 who offered to take more than \$300,000,000 at the market price.

As a result of this campaign, President Cleveland rejected the syndicate offer and placed the bonds on the open market. The syndicate had offered 104½. The bonds were sold to the public at an average price of 112. Thus the United States realized \$6,888,836 more on the sale than if the deal with the syndicate had gone through.

These are by no means all of the crusades of The World, yet enough have been described to show the methods used by Mr. Pulitzer—smashing front-page publicity, editorials that flaved the wrongdoer, cartoons that allied the power of ridicule on the side of the newspaper. In the two crusades during the Cleveland administration The World relied largely upon the expression of opinion from thousands of representative citizens to influence the administration. It should be remembered that in opposing Mr. Cleveland The World took issue with its own party. Independence has always been characteristic of this newspaper. In exposing the insurance companies The World undertook a fight on a strongly intrenched group of financiers and politicians. Its success should give heart to every editor who undertakes a crusade. There would be less talk of the declining power of the press if more editors possessed the driving force, the dynamic purposeful idealism of a Joseph Pulitzer.

One more crusade of *The World* will be mentioned. It illustrates how *The World* seized eagerly upon an opportunity to do a great public service while other newspapers, to whom

the same opportunity was presented, did not even see a good news story in it.

One night in February of 1923 there came to the editorial offices of various newspapers in half a dozen cities in the United States a telegraphic appeal for aid from the state attorney of Cavalier county, North Dakota. The telegrams sketched the arrest, conviction, mistreatment and death of Martin Tabert, who had died a year before in a prison camp in Florida—the victim of a most vicious penal system. Florida seemed unwilling to conduct the searching inquiry demanded by North Dakota. Would these newspapers help with publicity?

Newspapers are often thus besieged and it is not difficult to reconstruct the mental reactions of editors to this appeal. Where was Cavalier county? And who was this Martin Tabert, anyway? No one of any prominence, was he? The story was a year old, anyway. In the offices of The World the telegram came to the desk of William P. Beazell. assistant managing editor. A staff reporter was soon on his way to Florida, and within ten days The World began a series of articles exposing the Florida convict system. Newspapers in thirty-eight cities purchased the articles. The news associations also took up the story. In forty-seven days from the first publication in The World, Florida had abolished the leasing of convicts; it had abolished the lash as a means of discipline; the judge who sentenced Martin Tabert and the sheriff who pocketed the fee for turning him over had been removed from office; and the "whipping boss" who lashed him had been brought to trial for first-degree murder.

The Tabert case is unique in the history of newspaper crusades in the swiftness with which public opinion was aroused, and, once aroused, compelled the correction of a long-standing abuse. Before *The World* undertook to expose the rottenness of the system, a few Florida newspapers had spoken out against the evil. They had made no appreciable headway, however, against the strongly intrenched political minority which served the interests of the corporations which profited through the system.

FIGHTING MUNICIPAL GRAFT

It is the business of a newspaper to expose and try to prevent public plunder! Aside from the decency of it, the greatest enterprise on earth is to carry on the fight for the people, who in this complex day cannot fight for themselves, and who are too busy trying to make a living to fight, even if they could!

In view of the evils that have always been associated with American municipal politics, it is not surprising that the most sensational crusade ever carried on by a newspaper was on a question of city affairs. This was the exposure of the Tweed Ring in New York City by The New York Times, The Evening Post, and Harper's Weekly in 1870 and 1871. Tweed and his associates were in control of the New York municipal administration from January 1, 1869 to the fall of 1871. In that time they stole an amount which has been variously estimated at from \$50,000,000 to \$100,000,000.

The Evening Post was the leader in the fight on Tweed until the close of 1870, when, with the resignation of Charles Nordhoff as managing editor, it relaxed its efforts, and The Times stepped to the front. The Times was ably seconded in the fight by Harper's Weekly, which carried the masterful cartoons by Nast.

William M. Tweed, chairmaker, attorney, ward boss under Tammany, became a member of the County Board of Supervisors in 1857. The city charter of 1857 gave the control of the city's finances to this body, which was virtually irremovable. Corruption, which had always existed in the city government, rapidly increased. The golden days of graft, however, began with the election of 1868, when, by wholesale naturalization at the last minute, the stuffing of the ballot boxes, and other devices, Tammany elected John T. Hoffman governor of the state, Tweed to the state senate, and A. Oakey Hall mayor of the city.² Thus Tweed was in complete control of both state and city governments on January 1, 1869.

¹ NEVINS, ALLAN: The Evening Post, 1922, pp. 376-377.

² Davis, Elmer: "History of The New York Times," p. 89.

The Evening Post began the agitation against Tweed. As early as the municipal election of 1863 the newspaper denounced the "army of scamps which has so long fattened upon the city treasury." In April, 1868, it estimated that the ring during the previous year had made a half million upon the contracts for the building, repair, and furnishing of the city armories. Almost penniless ten years before, Tweed now had a fortune of more than \$3,000,000. He acquired a fine mansion on Fifth Avenue and a summer home in Connecticut. The very stalls for his horses were mahogany. He had flashing equipages and gave glittering dinners. When his daughter was married her gown cost \$4,000 and she received gifts worth \$100,000.

The Times, under George Jones, who took control of the paper after Raymond's death, joined The Evening Post and Tribune in attacking the Ring in the fall of 1870. So well kept were the secrets of the Ring, however, that none of the papers had definite proof of graft. At last, however, a dissatisfied ex-member of the Ring placed transcripts of the bogus accounts in the hands of The Times. They were given to The Times after another New York paper had refused to have anything to do with them—refused the biggest exclusive local story ever offered to a New York newspaper.

The city treasurer was Richard B. Connolly. For almost a year he had made no public report on expenditures. Times and The Post kept asking for an audit of his books. the fall of 1870 Connolly suddenly announced that he would submit his books for audit to six of the most distinguished and reputable business men of New York-Moses Taylor, E. D. Brown, John Jacob Astor, George K. Sistare, Edward Schell, and Marshall O. Roberts. The committee reported that the accounts were "correct." Yet at the very time the books were examined they contained the evidence of direct thefts amounting to millions. When The Times later published these records it was at once observed that payments of several hundred thousand dollars to individual carpenters and painters for a month's work seemed somewhat unusual, but nothing of the sort seems to have occurred to the six respectable citizens.

Fortified by inside evidence of graft, The Times kept up the fight. Tweed did everything he could to silence the paper. Municipal advertising took care of some of the papers, but The Times refused to carry it. Tweed tried to have a Grand Jury indict Raymond and Jones; he attempted to have them arrested for contempt of court; he made an effort to eject the paper from its home; he formed a company to buy The Times, but Jones refused to sell. Finally, Connolly made a flat offer of \$5,000,000 to Jones if he would suppress the news.

"I don't think," Jones remarked to Connolly, "that the devil will ever bid higher for me than that."

The Times now began the publication of Connolly's books page by page. The Tweed story had been appearing on an inside page. Now it was transferred to the front page and display headings were used for the first time in the history of the paper. The facts were convincing enough. A single carpenter, according to the books, had received more than \$360,000 within a month for his work in repairing a court house which was not yet finished. The carpenter, of course, never got it. The confidence of the ring may be judged from the fact that one of the city's creditors was put down as "Philip F. Dummey." Altogether, the treasurer's books fully supported The Times' assertion that a man who had a bill of \$5,000 against the city for work honestly done could not get it paid unless he raised it to \$55,000 with the difference going to Tweed and his friends.

On July 29, 1871, The Times printed its famous supplement of four pages in English and German. This supplement contained all the evidence along with editorial comment. The presses were run continuously for a week and more than half a million copies were printed. Public opinion now became thoroughly aroused. Mass meetings were held. Connolly resigned and an honest treasurer took his place. Nearly all Tweed candidates were defeated in the fall election. Tweed finally died in jail, but all the other principals in one way or another escaped imprisonment. Only a few hundred thousand dollars were ever returned to the city.

¹ Davis, Elmer: "History of The New York Times," p. 103.

The corruption which existed in municipal politics in New York in the seventies was duplicated on a smaller scale in Cincinnati in the eighties, when the city was ruled body and soul by one of the most corrupt gangs of boodlers in the history of American municipal government. At the head of the gang was Thomas C. Campbell, a jury-fixing lawyer, and George B. Cox, a saloon proprietor. From his office over the bar, Cox dictated those policies which gave him, first, control of his ward, later of the Republican party of his city, and finally of the city itself. Practically all decent citizens of Cincinnati realized the baleful influences of Campbell and Cox, but they were afraid to speak out, for the bosses were powerful.

When the gang was at the height of its power, E. W. Scripps and Milton A. McRae became the proprietors of *The Cincinnati Post*. They started a battle against Cox and Campbell, which soon waxed furious. Homer Davenport, famous cartoonist, was hired to draw cartoons of Boss Cox and his gang. These cartoons, like those of Nast in the Tweed war, presented a terrible arraignment of the boss and his gang. For weeks it was necessary for Mr. McRae to have a body guard with him day and night. The decline of the power of the bosses came with the court house riot, when public opinion blazed up against civic corruption and more than one hundred persons were killed in thirty-six hours of rioting. Soon after this Campbell left Cincinnati.

With the advent of the twentieth century it was generally believed that the days of Tweed and Cox were gone forever. Those who thought so, however, were unduly optimistic. As recently as 1913 The Terre Haute Post found it necessary to clean up a gang of boodlers that, for brazen corruption and open defiance of law, rivaled predecessors of an earlier era. In 1910 Donn Roberts had himself appointed census taker in Terre Haute. He padded the city census so outrageously that an investigation was started. A large part of the padding was in the red-light district. Many respectable people, not realizing to what this was trending, regarded it as a good joke and argued that anyway it would help Terre Haute to show a

population increase. In subsequent elections Donn Roberts and his gang used the census returns as warrant for putting across appalling election frauds in certain wards, notably the red-light ward. It came to light that poll books based on the census returns contained the names of dogs, cats, and persons long dead. In one precinct containing a sculptor shop the names on tombstones were actually voted.

The Terre Haute Post was founded by E. W. Scripps in 1906. As it gained age and strength it made an increasingly effective fight for better civic conditions. The Post championed the organization of parent-teacher clubs in the schools, and was responsible for the organization of numerous clubs of this kind. Politicians opposed the use of public schools for any such purpose. The Post aided in electing men to the school board who would open the doors to meetings of citizens. The Post printed broadsides stressing the fact that the city had millions of dollars invested in a score of school buildings used but a small part of the time.

In 1913 Donn Roberts was elected mayor in an election which became nationally notorious for its crookedness and violence. Before the election Roberts had secretly converted the city stables into jail pens. When the polls opened on election day, election officials known to be opposed to Roberts were arrested on pretexts and carried off to these pens, where they were held until sufficient crooked work was done at the polls to insure Roberts' election. With this election Roberts came into undisputed control of city and county government. With the exception of three or four offices, including one judgeship, the entire government was in his hands. As mayor, Roberts proceeded to run affairs with a high hand. He closed saloons that did not sell beer that he specified. He put down street paving that quickly went to pieces.

Because of articles appearing in *The Post*, two *Post* reporters were murderously attacked and beaten up by one Joseph Jeffers, a Roberts lieutenant of police record. Edward Meeman, later editor of *The Knoxville News*, was attacked by Jeffers, a deputy sheriff, in the presence of several other deputies. Charles Clogston, another reporter, was knocked

unconscious by Jeffers in front of a crowded grandstand, where politicians had a concession to run crooked gambling games that Clogston was exposing. Police who stood around refused to make an arrest. Jeffers was finally arrested by Mayor Louis Gerhardt, who was a political opponent of Roberts. Successful prosecution of these assaults was made impossible by political influence of the Roberts faction.

Matters had become so intolerable that the federal authorities investigated the election on the grounds that force had been used in an election of members of Congress. The federal jury in Judge A. B. Anderson's court at Indianapolis subpenaed many Terre Haute citizens. Simultaneously at the order of Donn Roberts a county grand jury took up the investigation of the election. Terre Haute citizens who were summoned before the federal grand jury were immediately summoned before the Vigo county grand jury. Federal Judge Anderson issued a pointed warning against such action as being an interference with the administration of justice in federal courts. The warning went unheeded.

The Post then discovered that the local grand jury had been selected by direction of Donn Roberts and printed the fact under the heading "Vigo Grand Jury Hand Picked." The Roberts court considered this contempt of court. A warrant was issued for the arrest of F. R. Peters, who since 1908 had been editor-in-chief of The Post. When the arresting officer called at the office of The Post he learned that Peters was out of the city, but that Charles W. Clogston, managing editor, was in charge. The officer on the spot altered the warrant and arrested Clogston. Judge Redman of the Vigo circuit court refused to hear any plea of Clogston's lawyers in his behalf and he was ordered to be placed in a cell of the county jail without bail.

Two days after Clogston had been placed in jail, Federal Judge Anderson issued an order to Dennis Shea, the county sheriff, to bring his prisoner into federal court. A special session of the federal court was held in Indianapolis on the afternoon of Thanksgiving day, 1914, and Clogston was released by Judge Anderson on his plea of habeas corpus. A few weeks

later the federal grand jury returned indictments against some fifty residents of Terre Haute in connection with the election fraud case. On the trial of these cases in 1915, scores of the offenders were given penitentiary and jail sentences. Donn Roberts, Judge Redman, and others were sentenced to the penitentiary at Fort Leavenworth.

With the imprisonment of the leaders of this political gang, the power of the saloon, and the red-light district as factors in Indiana politics began rapidly to wane. The disclosures of where Donn Roberts got his backing had much to do in converting Indiana into a dry state in 1918. For over eight years The Terre Haute Post had refused to accept any sort of saloon or liquor advertising. It was in position to wage a clean, hard battle against political corruption, and it did so, fearlessly and successfully.

Five years ago political corruption was common in Tulsa, Okla. The Tulsa Tribune, edited by Richard Lloyd Jones, forced a dishonest chief of police into court, where he was found guilty of dereliction of duty and was thrown out of office. Ballot box thieves were sent to the penitentiary. The Tribune is credited with having saved the city from a plot to impose upon it a vicious, corrupt administration.

Out on the Pacific Coast, Fremont Older has waged dramatic crusades against sinister forces in city and state affairs. When Mr. Older became managing editor of the San Francisco Bulletin in January, 1895, the Southern Pacific railroad controlled the state. It dominated the Republican party, the Democratic party, the state legislature, the courts, the municipal governments, the county governments—in fact, nearly all officials—and many newspapers. The Bulletin itself was on the payroll of the Southern Pacific for \$125 a month.

Mr. Older's first venture into the field of reform was his editorial suggestion that James D. Phelan, a wealthy man with a sincere interest in civic affairs, become mayor of San Francisco. Phelan ran and was elected. The achievement gave the paper some standing and materially increased its circulation.

¹ Older, Fremont: "My Own Story," p. 21.

After three terms as mayor, Phelan was succeeded by Eugene E. Schmitz, a member of the Musicians' Union. A reign of graft and lawlessness began. Older set out to clean it up. He raised a fund of \$100,000 among wealthy people who had the welfare of the city at heart. Francis J. Henev and William J. Burns were engaged to get specific evidence of graft upon which to base prosecution. Direct evidence of guilt, however, was hard to get. The fight dragged on for three years and the public lost interest. Crothers and the business manager of the Bulletin would no longer support Older in his crusade on the grafters. Eventually, Schmitz was convicted and sentenced to five years in the penitentiary. Reuf, his associate, was sent to San Quentin for fourteen years. The outstanding result of Older's work, however, was the breaking of the power of the Southern Pacific in California politics. This followed some years later and was directly attributable to the reform movement begun by Older.

One hears much talk these days of the waning influence of newspapers in public affairs. The indictment must be brought against individual newspapers and not against journalism as a whole. The foregoing instances of newspaper crusades show that the influence of the individual newspaper may be as great today as at any time in the history of journalism.

EDITOR VS. CORPORATION

One of the dramatic chapters in the history of journalism is the story of the thirty-year crusade of Joseph H. Zerbey, publisher of the *Pottsville* (Pa.) *Republican*, for an honest assessment of the anthracite coal lands in Schuylkill county. Fighting single-handed and alone, Mr. Zerbey has compelled the immensely wealthy anthracite-coal-owning interests to accept the principle that all property must pay taxes on valuations sufficiently high to permit the county and the townships in it to provide decent schools, passable roads, and a reasonable number of modern improvements.

Schuylkill county contains about half of the available anthracite coal supply in the state. Coal corporations and politicians, working hand in hand, had kept the assessed valua-

tion of these properties down to \$53,000,000. After a careful survey of the situation, the Zerbey newspapers announced that one billion dollars was a modest estimate of the value of the lands.

The taxing system of Pennsylvania makes possible the almost direct fixing of values for tax purposes by the anthracite owners. Each township and each ward in a city have their assessors. The positions are poorly paid. The means for fixing values at the disposal of assessors are meager. Usually, therefore, they accept the value placed upon their properties by the coal companies. Consequently, Schuylkill, the one county in the United States richest in mineral resources, was one of the poorest in revenue when Mr. Zerbey began his fight.¹

Conditions in Schuylkill county were so bad that the teachers in New Philadelphia went on a strike to force payment of their wages. Some had not been paid for fifteen months. School houses built over rich anthracite deposits had to be closed for lack of money to buy fuel. Other towns lacked, and still lack for that matter, any paved roads. Others do not have school buildings large enough to house all the children who should attend.

Everybody in the county knew of these conditions, but nobody except Mr. Zerbey seemed to care much about remedying them. Everybody thought it would be no use to try to beat the companies. Mr. Zerbey thought he could beat them and kept at it.

His method was slowly but surely to educate the county to the necessity of electing a board of county commissioners who would consider the rights of the entire county rather than the interests of the coal estates. For an entire year, both the Evening Republican and the Morning Paper pounded away at coal every day. Editorials and news stories compared the conditions in Schuylkill county with neighboring counties. Three years ago a board was elected which was pledged to a proper valuation of the coal lands.

When this board met it hired engineers from outside of the county to make an honest valuation. From the data sub-

¹ LEARY, JOHN J., JR.: in Editor and Publisher, June 14, 1924, p. 9.

mitted, the board marked up valuations from \$53,000,000 to \$442,000,000. The companies got the courts to reduce the valuation to \$270,000,000. Although this amount does not approach the actual value, it is five times more than the companies were paying before and about proportionate to the assessment on private property.

Mr. Zerbey kept his campaign on a high plane. He avoided personal attacks and made it clear that he was fighting the practice, not individuals.

In December, 1923, district men connected with *The Standard Union* of Brooklyn reported that people were having trouble in obtaining coal. They found women and children going to the coal yards and bringing away small supplies of coal in baby carriages and wash boilers, while other were visiting the coal offices in droves and making piteous appeals for even a few hundred pounds of coal. At the same time the state Fuel Administrator was issuing statements that the situation was in hand, while the local district administrator's office was credited with shutting the doors of the office in the faces of the frantic applicants on the ground that there was no coal.

Recognizing that an emergency existed and that the only hope of securing relief was by a broad campaign of publicity, R. F. R. Huntsman, publisher of *The Standard Union*, printed a front-page notice telling people to write to the newspaper if they were without coal. Several hundred letters came in the next day.

Skeptics wondered how the newspaper would be able to provide coal. They said it was a shame to exploit the needs of women and children in a publicity stunt.

Mr. Huntsman sent a reporter with some of the letters to the State Fuel Administrator. After reading several of the appeals for coal, the latter promised to urge the national authorities to rush 72,000 tons of coal to the city of New York. Another reporter was sent to see the director of the Anthracite Bureau of Information in Philadelphia. He promised immediate relief for Brooklyn. Seven days after the first letters were printed, coal cars were standing on the Brooklyn waterfront.

When both sides in the anthracite coal strike of 1902 seemed determined to hold out regardless of consequences, *The Cincinnati Post*, acting on the suggestion of Dr. Washington Gladden, pastor of the First Congregational Church, Columbus, Ohio, circulated a petition to President Roosevelt asking him to intervene in the cause of peace. Hundreds of thousands of people in all parts of the country signed the petition. When it was presented to President Roosevelt, he appointed Judge George Gray of Delaware as arbitrator, and when the miners accepted his award the strike was ended.

THE TENDENCY STORY

The editor who wishes to make his newspaper of the utmost service to the community should know and appreciate the value of the tendency story. Attention was called to this type of news story in the chapter on agriculture, where it was pointed out that agricultural news consists not only of the routine happenings in the farm bureau and the boys' and girls' clubs, but of articles that show new lines of development. So, too, in all fields of community building, the tendency story is important in calling the attention of the community to significant changes in its make-up, its interests, its morals, its physical appearance, or its government.

There are three reporters, say, on a city newspaper, each one of whom falls heir to a small-town newspaper. The intellectual vision of one encompasses nothing greater than crime, card parties, accidents, and sports. The intellectual area of the second embraces these and reaches out to a bit of practical politics also. The third appreciates all of these things and many more of the kind that have a perfectly proper place in the local news. He knows that consideration of them is absolutely imperative, but that there are also tendencies, or perhaps lack of certain tendencies, in the community which it is far more important to chronicle.

News is not necessarily something so apparent as a house afire, something so tangible as a prize fight, something so concrete as a smashed automobile and a joy ride come to grief. Any cub reporter would recognize a certain amount of news value in the march down the street of several hundred Shriners, but an avalanche of divorces might be sweeping down the state and many newspapermen remain blind to the exposure it made of frightfully lax divorce laws. Nor should a newspaper merely print the total figures for a year or five years and let it go at that. To handle the story intelligently, comparisons should be made so that the reader will get the full significance of the tendency. Richard W. Buchanan, editor of *The Seattle Times*, in an address to Washington editors, said:

Most newspapermen will handle a single divorce story as news of the day, but those same men will often overlook a story in a situation, a tendency, an evil, or a menace the actual existence of which certainly ought to be apparent to them but isn't. Newspapermen see an individual divorce case as something tangible, something concrete, but their range of vision often is too narrow to see the significance of the grand total. Too many city editors require an evil to wear pants and carry a big gun.

Two or three years after the World War ended, Mr. Buchanan, then city editor of The Times, read an item of a few lines that a reporter turned in to the effect that the state commander of the American Legion would leave the next day on a visit to the various hospitals in the state that had soldier patients. Upon reading the item, Mr. Buchanan's mind reverted to the days when a reporter would have thought he had a real story if he were covering the arrival of a contingent of troops from France. Where were all the sick and disabled veterans? he asked himself. What hospitals were they in? Hadn't the state of Washington and all of its people forgotten all its ill and disabled heroes? These and other questions crowded upon him and he sent a staff correspondent to tour the state and report what was going on behind hospital doors in so far as former service men were concerned. A story was printed on the front page of The Times every day for ten days.

This was not a crusade in the sense that *The Times* condemned the hospitals for ill treatment of soldier patients. It was rather a crusade in which the people of the state were shown what they had not done. Some years ago *The Detroit News* published a series of articles showing the gradual decrease

in efficiency of the United States Patent Office. In 1922 The News showed that race track gambling was costing the people of Detroit about \$15,000,000 a year.

Not only every editor but every reporter as well should get into the habit of looking behind everyday news to see the significance of related incidents.

POLICIES AND METHODS

Once it starts a crusade, a newspaper should heed the philosophy of Polonius, who said:

Beware

Of entrance to a quarrel, but being in, Bear't, that the opposed may beware of thee.

Theodore Roosevelt, himself a crusader in many fields, advised: "Never hit unless it is necessary; but when you do, hit hard."

Whereas in other community-building activities the editor may have the support of the Commercial Club, the Rotary Club, the Kiwanis Club, the Lions, and others, in crusading, he may often have to stand alone. Courage is needed, and courage of a high order. Like Fremont Older, an editor may be ostracized by the "best" clubs because of his steadfast pursuit of what he knows is his duty as a journalist. Older was denounced because he fought Patrick Calhoun, president of the street railways, who had bribed supervisors to grant an overhead trolley franchise. Business men supported Calhoun because he kept street cars running in spite of a strike of car men—a strike, which, it was later discovered, Calhoun himself had precipitated.

The experience of Fremont Older is enlightening on another point—that changes must necessarily be slow. Mr. Older, in his book, "My Own Story," says:

Man is prone to the belief that the way of the world into which he is born is the conclusion of all of the wise men of the preceding ages, and, as a result, has become the fixed plan of the universe. This conviction man will not easily surrender. I used to think otherwise. In the days of the graft prosecution I believed that the people once convinced that there was corruption in their government

would take the same interest in correcting it that a merchant does when he finds his till is being tapped by a dishonest clerk. I was soon to learn how slight the people's interest is in public affairs.

It is this slight interest that must be stimulated and developed. It is by no means an established fact that important things cannot be made as interesting as the unimportant. The highest mission of the journalist is to do that.

A faint-hearted editor who cannot face abuse had better leave crusading to someone else. At one time when The Kansas City Star had been especially aggressive in its fight for lower gas rates, the public utility crowd turned on Mr. Nelson with such a campaign of slander as rarely has fallen to any man. Day after day he was described by political speakers and by newspaper organs of the street railway company as a blackmailer, a grafter, a boss of the most despicable type. Specific instances were given where he was supposed to have received money corruptly. It was charged that he was an escaped criminal from Indiana. No accusation was too reckless to be brought against him. He paid no attention to the slanders. It was the exact truth that he never saw a copy of the various organs of the street railway that led the gang. "If I paid attention to what other fellows are saying," he would comment, "I might get away from my job and go to answering back." Sometimes his associates would lose their tempers and would urge that he bring suit for slander. He would reply:

What's the use? I have lived in this community and published a newspaper here for thirty years. My neighbors in Kansas City know me. If they think I'm a rascal, a court decision wouldn't alter their opinion. Besides, I've got more important things to do. If I should go after all the fellows who've lied about me, I would be in court the rest of my natural life.

Obviously, the length of a crusade depends on the strength of the opposition and on the time it takes to arouse public opinion and to secure action. It may be only a few days, or

^{1 &}quot;William Rockhill Nelson, The Story of a Man, a Newspaper, and a City."

it may take years. Within forty-seven days after The World began its campaign against flogging in the convict camps of Florida, the state had abolished the leasing of convicts, it had prohibited the lash as a means of punishment, and the whipping boss who lashed Martin Tabert had been brought to trial for murder. In this case, the evil attacked by The World had existed because it was unknown. Public opinion did not have to be convinced of its viciousness. It needed only to be exposed. On the other hand, in the case of The World's crusade on the Klan, the newspaper is fighting against prejudices and race hatred that seem to be nation-wide and the campaign, begun in 1920, is still in progress. The Standard of New Bedford, Mass., ran an editorial every day for fourteen months in advocacy of a building code to reduce fire hazards. Yet it took The Standard only two weeks to close the saloon back room after a brutal murder of a woman by a drunken sailor had focused attention on this evil.

Cartoon should reinforce editorial and news story. The battle against Tweed was won as much by the cartoons of Thomas Nast as by the columns of figures published in *The Times*. Yet it must be pointed out that newspapers have sometimes waged powerful crusades without printing a word of editorial comment. News alone—accurate, truthful, impartial reporting, known and understood as such—has sometimes proved the most effective weapon. For three years Marcellus E. Foster, publisher of *The Houston Chronicle*, has been fighting the Klan in Texas. In those three years he has accumulated a bushel basket full of threatening letters. For two years the police have kept a guard around his home at night and provided him with a personal body guard in the day-time. Mr. Foster runs no editorials denouncing the Klan. He merely prints the news about it. Mr. Foster has said:

What killed the Klan was our reporting verbatim every meeting they held. If a prominent citizen attended we printed his name, whether or not he was an advertiser. If a well-known minister delivered a talk to Klansmen, we told it. We used no condemnation.

C. P. J. Mooney, the brilliant and courageous editor of *The Commercial Appeal*, Memphis, who received the Pulitzer

prize in 1923 for his intrepid fight on the Klan, made but little use of editorial comment. He, too, relied largely on the news, and editorials were printed infrequently.

In general, however, the crusading editor will find it necessary to use all means at his command—cartoons, editorials, and news stories. Nor should the value of a telling phrase, a slogan, be overlooked. The Pulitzer policy was "to study, contrive, experiment—almost to agonize—until the telling phrase was accomplished that would hit the reader between the eyes and stick in his memory like a cocklebur to a fur coat." The newspaper writer should know how to write swiftly when he must; and also how to spend an hour on a very few words when he has the hour and when the words are to mean something. In this as in everything else relating to community service, the time so spent will be wisely invested. It is a high calling to be a community builder. Next to being a maker of worlds is the honor of making towns.

START SOMETHING!

- 1. All the larger newspapers in the United States received the telegram from the state's attorney of Cavalier County, N. D., which gave The World its tip for the crusade on convict leasing in Florida. Yet The World was the only paper that saw a story in it. After The World had dug up the facts, thirty-eight papers bought the syndicate rights. Every editor would do well to consider for a moment if he is not overlooking a similar opportunity in his community—an opportunity to print a story that will draw the eyes of the nation, or at least the state, to his newspaper because it is printing news that is different. The World found its story in a convict camp. You might find yours in the city or county jail, in a poor farm, in the management of institutions for the insane, orphans, or feebleminded. How long since you have sent a reporter to write a story on the wards of the state or county?
- 2. Disgusted with city politics under the mayor and council system, some newspapers have turned for relief to the commission plan or to the city manager plan. In 1910 The Birmingham News sent one of its editorial writers on a tour of cities with the commission form of city government. His articles convinced the editor that Birmingham should adopt this plan. A campaign was begun with the result that the plan was adopted the same year. It is still in effect. The Grand Rapids Press fought against the old aldermanic form of city government and on behalf of the commission-manager form of government, which was adopted (See Chapter III for details regarding the newspaper's method.)

- 3. While the city manager plan tends to make municipal administration more efficient, it is in no way a panacea for all civil ills. important than a change in the mere outward form of city government is a change in the attitude of the citizens toward municipal affairs. Apathy and indifference are the evils that give opportunity for fraud. Any newspaper that is able to arouse interest in public affairs is a community builder. The Ann Arbor Times News devised a plan to give to the registration of voters the competitive interest of athletics. The scheme took the form of a game, in which all the city's qualified voters were the players. They were requested to register in alphabetical order, and each letter was pitted against all the others, with allowances made for such letters as X and Z. The first day was devoted to A. Everybody. of course, was permitted to register, but that day was set aside (by The Times News) particularly for the A's. S won the contest, with B second and C third. The voters responded with a fine spirit to the appeals for demonstrations of "alphabetical patriotism." The city clerk had estimated that there were 10,000 eligible to register in this city. More than 10,000 were registered, and Ann Arbor claimed the "state registration championship," with "more than 100 per cent" registration. The best feature of the contest was the opportunity it presented for something to write about every day on the subject of registration and thus it was possible to keep the matter constantly before the public without straining for effect.
- 4. Similar to the fight of *The World* on flogging in the convict camps of Florida was the fight of *The Seattle Star* on the vicious contract labor system in the Alaska salmon-packing industry. Salmon packers formerly employed Chinese managers for mixed crews of white and orientals, who were sent to Alaska. By devious methods the crews would invariably become indebted to the Chinese managers and would then be kept in virtual slavery until they had worked off their debts. A man might work six months and at the end of that time he would still be in debt to the firm. *The Star* exposed the practice and a law was passed giving the State Labor Commission supervision over the industry.
- 5. The Birmingham Age-Herald last year led and fought through the proposal to cease private leasing of convicts in Alabama. It was a hard fight because of the revenue received by the state from private leasing and the lessees—large mine owners—were powerful and strongly entrenched.
- 6. Have citizenship conferences for women, where your lawyers, city officials, and prominent women talk on the citizen's duty to his government.
- 7. It has been said, and probably with considerable truth, that the small-town newspaper has been the most powerful single influence in the reform of the carnival. Only a few years ago every carnival carried with it side shows and gambling devices of a dubious character. Newspapers large as well as small, aided by ministers and civic organizations, took

up the cudgel against them. Today most carnivals have entirely eliminated immoral side shows, although many still retain objectionable gambling features. Some newspapers, among them *The Anderson* (Ind.) *Herald* and the *Ladysmith* (Wis.) *News-Budget*, by their strong stand against carnivals of all kinds, have been able to keep them entirely out of a town or county.

- 8. Don't overlook the constructive power of the tendency story in building up a wholesome body of opinion regarding a good or bad feature in community life.
- 9. The South Bend Tribune last year made a survey of the morals of high school children in South Bend and then in a series of articles presented its findings in the hope that much of the vice might be eliminated. Excellent results were attained, as the school authorities immediately took steps to bring about an improvement in the moral code. Fewer dances and parties are being given this year, and as the result students are believed to be showing more progress in their studies.
- 10. In March, 1923, fifty-five men were convicted in the United States district court in Indianapolis on the charge of conspiracy to violate the liquor laws. These convictions were the direct result of a crusade against law breaking carried on by The Lake County Times, of Hammond, Ind., under William McHie, editor. The defendants in the case included the mayor of Gary, a city judge, a prosecutor, a sheriff and a former sheriff, attorneys, and politicians. The Lake County Times was publicly commended by the United States district attorney for its work.
- 11. Following the failure of the police to stop murders in 1923, The St. Louis Star obtained from the leaders of the Egan gang and the Hogan gang signed statements, which were published, agreeing to end the intergang murders. The pledge made by the two leaders, William P. Colbeck, for the Egan gang and Edward Hogan for the Hogans, has been kept to the letter since last March 31, when The Star announced that it had succeeded where other agencies had failed. There have been gang killings since then, but none attributable to a breaking of the word pledged through the agency of the newspaper.
- 12. The Kansas City Star has carried on many successful campaigns against schemes to defraud the people of Kansas City and the Southwest. At one time or another in its history The Star has fought fraudulent home cooperative companies, lotteries, policy games, loan sharks, fee grabbers, "snitch" lawyers, and quack doctors.
- 13. In the spring of 1923 the Evening Mail of New York conducted a crusade against crooked boxing. As a result of this campaign the governor of New York appointed a license committee to control and regulate the sport.
- 14. The movement in various parts of the country for the adoption of the commission or commission-manager form of city government is being

supplemented by a campaign to change the form of county government. The National Municipal League has issued a publication by Richard S. Childs dealing with the county manager plan. The proposal, in brief, is to unify all power (or as nearly as possible) in a single elective board with full power to get results. This plan should offer interesting possibilities to those editors who have been impressed with the antiquated and wasteful way of doing county business.

15. Does your county fair offer clean entertainment? There are more than 100 traveling carnival companies that carry crooked games and shows that can be made immoral at a moment's notice. Many fairs have banished carnivals and have supplanted them with home-talent pageants and circuses.

CHAPTER VIII

INFORMATION AND ADVICE

The American public likes to call upon its newspapers for information of every sort. In most offices an attempt is made to answer every reasonable question that may be propounded. Some publishers, having noted the tendency of the public to consider the newspaper a sort of superencyclopedia, have invited people to ask questions. While many editors confine their service to answering in the columns of the paper questions relating to law, finance, etiquette, or domestic science, others have gone much further and have established Information Bureaus which may be called up at all hours for accurate and obliging service.

The Seattle Daily Times maintains an information department, known as Main 300, which attempts to answer every legitimate question anyone may ask. This department answers an average of 30,000 questions every day. Twenty-five girls are employed in the department, which occupies nearly an entire floor in The Times building. C. B. Blethen, editor and publisher of The Times, has never disclosed the yearly cost of the department, but its physical equipment alone is valued at \$25,000. There is a heavy investment in several thousand books of reference and maps. Forty of the trunk wires on The Times switchboard run to the information department.

Main 300 has become a vital part of the daily life of Seattle. "Ask Main 300" is the usual reply whenever a question comes up at a family discussion or at a club gathering. In a booklet entitled "Watching the Heart of Seattle Beat," John H. Dreher, a reporter for *The Times*, has told of the daily routine at Main 300.

Main 300 had just told a woman that a \$5 War Savings Stamp was worth \$4.46 the current month, when the telephone instrument tinkled again and the man was directed to a place where he could obtain a load of cinders for road-surfacing purposes.

At another telephone extension, a member of the bureau was patiently telling a sobbing little girl how to remove fresh ink stains from the new dress of her dolly.

At a clicking typewriter, another staff member was informing a shoemaker residing on Edmunds Street that the sort of an opening he was looking for—a shoe repair shop—was to be had in a certain town in Whatcom county.

Others of the bureau, respectively, were in telephonic communication with persons who wanted to know—and who were being told:

"Loganberry bushes should be planted 8 feet apart each way, or 680 to the acre"; that

"Certainly, dogs, like humans, are either right- or left-handed"; that

"Bill Brennan fought within a period of six months of his meeting Jack Dempsey."

While at the big multiple-telephone switchboard, there were staccato responses of three operators:

"4:21—4:21—4:22—4:22—4:22—4:22—4:22—Yes, this is Main 300, and the time is 4:22—4:22—4:22—4:22—."

There came a pause in one operator's monotonous calling of the time as she said: "Now, just a moment, my little man, and I'll let you talk to a lady who will tell you what would make a nice Christmas present for your mama."

Think on, as the writer thought about when he saw it, a system that could produce instantaneous replies to such questions as these:

Names of the late Nat Goodwin's five wives: names of agents in Seattle for every make of automobile and automobile tire; all about Lloyd George; the I. W. W. in Tacoma; navies of the world; Harry Hawker's transatlantic aerial flight; where to look for articles lost in a Pullman car; the Isthmian line of steamships; Italian bonds or the Issaquah mine explosion; dog racing in Alaska, dog pounds, and dog kennels.

At Main 300 Seattle lays down its burdens, and they are taken up by a kindly, sympathetic staff; Seattle tells its hopes and ambitions, and a patient, encouraging voice advises ways; Seattle asks for first-aid suggestions, and gets them, along with the address or telephone number of the physician living in

closest proximity to the stricken home; Seattle wants the correct time, and gets it; Seattle would know the world's sensational news of the moment, and it learns it.

Three hundred calls for the correct time are usually answered between five and six o'clock in the morning. From six to seven o'clock, an average of more than 500 calls for the time are answered. The majority of the 30,000 questions answered daily are for the time. Next in number are the group questions, that is, questions regarding world series baseball games, big football games, world's championship prize fights, election returns, week-end resorts with information regarding automobile routes, hotel rates, and train routes.

Other common group questions include queries as where one can buy a certain make of shoes, stoves, automobiles, tires, etc. Hallowe'en, St. Valentine's Day, Easter, and festivals of every description find Main 300 giving out information about appropriate games and decorations. Wagers on every subject under the sun are settled hourly by Main 300.

The hour just before luncheon and dinner finds Main 300 besieged with questions from housewives for instructions on cooking. Some seek information on simple ways of preparing standard foods, while others want ideas for new and varied menus. Several hundred people each day ask Main 300 for the correct recipe for a certain dish or for the complete menu for a meal. Books on subjects of interest to women are most numerous in the library of Main 300.

Not only people in Seattle, but also persons in neighboring villages and cities call up *The Times* by long distance to get information they need. Calls have been received from cities as far as Yakima, Aberdeen, and Chehalis.

For its own protection, Main 300 has found it necessary to make two rules regarding the services it cannot give: Main 300 will not waken people in the morning, hotel-wise, nor will it give information to students who are apparently attempting to dodge their homework.

GUIDE, PHILOSOPHER, AND FRIEND

The idea that a newspaper should give advice to its readers is not a new one. In fact, it is almost as old as journalism

itself. English newspapers in the eighteenth century attempted to give advice to readers on affairs of the heart. The modern newspaper, however, has gone far beyond that field and now offers its advice to its readers in investments, health, legal information, travel, cookery, fashions, building, decorating, poultry raising, farming, horticulture, radio, games. This development of the modern newspaper into the field of personal service has become one of the great contributions of this century to the history of journalism.

One of the first, if not the first, newspaper executives to make the newspaper helpful in the solution of the thousands of vexing problems that beset the individual was James Keeley, former managing editor of the Chicago Tribune. Mr. Keeley, with the ideals of the parish priest of medieval times in mind, engaged Laura Jean Libbey at a salary greater than that of a judge of the Supreme Court, to give first aid to wounded hearts and to give elementary lessons in deportment; he established Lillian Russell as the editor of a beauty department; Marion Harland was put in charge of the "Helping Hand" department; Jane Eddington, from the rich storehouse of experience as a dietitian and expert in cookery, gave readers of the Tribune tasty and thrifty recipes; and Dr. W. A. Evans, president of the American Medical Association, preached daily on the subject of "How to Keep Well."

Other departments have been added to those established by Mr. Keeley, until today the *Tribune's* advice is offered on nearly every problem that may confront a reader. The extent to which readers avail themselves of the services of the *Tribune's* various experts is shown by the following statistics on letters received:

		1922
Dr. Evans	25,003	24,380
Friend of the People	15,548	16,199
Soldiers' Friend	7,550	2,160
Auntee Bee	29,507	32,171
Doris Blake	5,253	480,710
Antoinette Donnelly	18,894	19,413
Investor's Guide	16,230	16,185
Agricultural Editor	1,040	

¹ The Trib, February, 1924.

When the *Tribune* moved to its present location on Michigan Boulevard, a Public Service Bureau was established in the old *Tribune* Building at 11 South Dearborn Street in order to keep up the paper's contact with the public. As many as 243,196 requests for service were complied with in seven months. When the state of Illinois passed a bonus bill, the *Tribune* Service Bureau helped veterans fill out their blanks. Similar service was performed in connection with income tax schedules. Other services include the distribution of reprints of articles by Dr. W. A. Evans, Antoinette Donnelly, and Doris Blake, and an automobile and travel information service. The Bureau has a personnel capable of handling from 1,200 to 1,800 visitors a day.

Hundreds of other newspapers and syndicates have taken over the idea of helpfulness to the individual reader. Beatrix Fairfaxes and Nancy Browns on American newspapers have become women's deans for the greater untutored world of shopgirls and clerks. As many as 2,000 letters a week have been received by Nancy Brown, editor of the Experience Column in The Detroit News. Nearly every Scripps newspaper today has its "Cynthia Gray," who attends to answering questions of correspondents on matters of personal conduct, etiquette, advice to the lovelorn, questions on marriage, divorce, care of children, etc. Often the requests for advice are of such an intimate nature that a letter is not adequate. The Cynthia Gray, who conducts a department in The Seattle Star, has set aside three afternoons a week for consultation with readers. So great is the number of persons who seek an audience that each one is limited to five minutes.

One of the striking features of Forward, the great Jewish daily of New York and Chicago, is its letters from readers regarding their personal problems. These letters are answered with advice and sympathy and often with financial aid. A girl suffering from tuberculosis of the throat received \$3,000 in quarters, half dollars, and dollars from sympathetic readers of her letter in Forward asking where she should go for a cure and how she could live during the treatment.

The Grand Rapids Press for a number of years conducted a "deportment class" for its young people. The class met at night under chaperonage and thousands of the youth of Grand Rapids were taught to dance and conduct themselves well socially.

Since many people are not familiar with the duties of city officials and consequently do not know whom to approach in order to get things done, a number of newspapers have established departments which give citizens an opportunity to place their complaints about holes in the streets, old sign posts, poor garbage service, etc. before the officials responsible. The city hall reporter for *The Indianapolis Times* is designated as "Mr. Fixit." Letters addressed to him are referred to city hall authorities or county, state, or federal officials. Many bootleggers have been arrested as a result of "tips" to "Mr. Fixit." Some of the complaints of general interest are printed every day. The headline is changed daily.

As part of its service to the public during the Great War, the Brooklyn Daily Eagle compiled a military card index of more than 60,000 men enlisted from Brooklyn and Long Island and more than 12,000 photographs of soldiers and sailors. Through excellent special news service from the front, the Eagle was able to keep an accurate account of the movements and condition of all the home boys. Many thousands of Brooklyn mothers received through the Eagle, after great battles, precious assurance of the safety of their boys or the sad news of death long in advance of official announcements.

When the first infected cholera ships arrived in New York in 1892, the health authorities, with mistaken judgment, caused a panic by withholding information. The World did a great public service and allayed fears by sending a tug daily to each ship bringing mail from passengers and carrying messages from anxious ones on shore. Finally, when the authorities secured the hotel at Fire Island, and the wearied, hungry, and impatient prisoners at last landed, they found that one of The World reporters, whose face had become familiar on the tug, was in charge of their interests and chief clerk of the Surf Hotel. The World reporter welcomed the quarantined guests, assigned

them to their rooms, and made them feel comfortable. This public service was carefully conducted, no reporter set foot on any of the infected ships, no quarantine law was violated, and every message from the detained vessels was thoroughly disinfected.

AIDING THE TRAVELER

A number of papers have established bureaus at which the public may obtain information regarding hotels, railway and steamship schedules, summer and winter resorts, and similar The Brooklyn Eagle Bureau, which is said to have been the first of the kind, is still the leader in the variety and volume of service offered. In addition to the service mentioned the Eagle Information Bureau serves as a reference bureau on educational institutions. Catalogs of all the colleges, their courses of study, their rates, and other information are on file and may be consulted. Every year the Information Bureau compiles a Guide to Brooklyn, an Educational Directory, a Health Resort Directory, a Guide to Washington and a Trolley Exploring Guide. The Eagle Library series is issued monthly. It contains everything from city ordinances to the League of Nations Yearbook. It is an invaluable aid to lawyers, merchants, baseball enthusiasts, debaters, students of history, and those in other walks of life. The Eagle Almanac has been published annually since 1886.

An interesting development of the Information Bureau is found in the *Eagle* tours for Brooklyn people. These tours, carefully planned for a maximum of comfort and sight seeing at a minimum of cost, have become established as annual events of more than mere pleasure-seeking purpose. They are not designed to make money for the paper, but to bring together a congenial group for a jolly journey to Paris or Honolulu or the Yosemite Valley or the West Indies. *Eagle* touring parties dedicated the Grand Canyon of the Colorado as a national park and built a 15-mile stretch of road between Banff, Canada, and Glacier Park, Montana. This 15 miles of road was the last link in a transcontinental highway.

The Detroit News has conducted similar tours at cost for its readers.

Another development of the *Eagle* Information Bureau is the Paris apartment, where a kindly hostess, the mother of the *Eagle's* Paris correspondent, extends to them the good wishes of the paper. During the war this feature of the paper's service won the gratitude of thousands of doughboys. It was a place where they could visit, have a cup of tea, and a bit of Brooklyn cheer.

When the Minneapolis Civic and Commerce Association couldn't see its way clear to provide money for the development of the summer resort business in Minnesota in 1922, just at a time when the state was spending millions of dollars on its roads, The Minneapolis Journal established a Travel Bureau of its own. It was housed in a ground-floor, full-sized store space adjoining the main Journal building. From the day when the Bureau was first opened, more than 100 persons daily began to apply for aid and information by personal calls, telephone, and mail. The use of the Bureau grew rapidly throughout the summer, and by fall more than 83,000 inquiries had been handled.

The plan for the Bureau, in brief, was to give complete service to travelers, regardless of the mode of travel used. It was entirely dissociated from advertising and carried on strictly as a service to the public. The Bureau's experience early disclosed the necessity of establishing information service at as frequent intervals as possible in order to lessen the danger of misinformation and trouble resulting from local storm conditions or other developments beyond human control. Three hundred newspapers in the immediate section, and more than 600 garages, Chambers of Commerce, and individual public-spirited citizens were asked to join in the effort. The idea was that the task of selling to the people of America the idea of traveling and building up a new unit of traveling transportation, the passenger automobile, could be carried to a successful solution by a coordinated effort.

Convinced by *The Journal's* experience that the travel bureau idea was sound, the Minneapolis Civic and Commerce

Association took it over in the following year and spent approximately \$50,000 on it.

Commenting on service a newspaper can do through a travel bureau, *Editor and Publisher* said:

The experience of a season would indicate that a newspaper is preeminently fitted for this work because of its avenues of unstinted publicity.

Nothing could do more to bring about the social interchange and exchange of ideas among the people of the various sections of the country and aid the developing of the overland traveling by automobile than the establishing of similar bureaus by strong newspapers throughout the nation.

The popular appeal can be disclosed perhaps in no better way than to call attention to the fact that in January, 1922, there were licensed 9,321,150 passenger automobiles in the hands of private owners . . . Naturally some sections of the country, because of their peculiar attractions and advantages, would be able to profit to a greater extent than others. On the other hand, every section through which the motorist travels has its opportunities; for the motorist sees its advantages first-hand all along the line and visits with the people en route.

Confidence on the part of the public in such a service could not help but grow rapidly into public confidence in that particular newspaper as a good medium. This naturally leads to the final conclusion that along with this reader confidence will grow confidence of advertisers, if it is desired to look at this question from a practical business standpoint. Interest in this work by manufacturers and distributers of automobiles and accessories, both wholesale and retail, is self-evident.

SEARCHING FOR THE MISSING

For many years *The World* has maintained a Missing Persons Department. Exactly 578 missing people were located by the Bureau in 1924 out of a total of 1,852 requests. These requests came from nearly all the states and from nearly every country in Europe.

In a recent issue, *Forward*, a Jewish daily, printed fourteen columns of free notices of the names of Jews in America who are being sought by their kin abroad.

On occasions American newspapers have been instrumental in the arrest of fugitives from justice and in freeing men unfairly accused. In 1918 Charles F. Stielow, whose date of execution had been seven times fixed on the charge of murder of a New York county farmer and his housekeeper, was finally freed as a result of activities of The World. In Chicago, some years before that, the Tribune was connected with the capture of Paul O. Stensland, bank wrecker. Stensland's bank went to the wall in the summer of 1906. Thousands of excited depositors of many nationalities, some of them with the savings of a lifetime in the bank, became frantic at the news of the failure. Stensland disappeared and for a long time his whereabouts were a mystery. Then James Keeley, who was managing editor of the Tribune, received a tip that Stensland was in hiding in northern Africa. With Judge Harry Olson, who was then an assistant state's attorney, and knew Stensland, Mr. Keeley started to get the bank wrecker. Stensland was traced through Europe, and it was learned that he had sailed from Spain to Morocco. He was captured in Tangier and brought back to Chicago and sentenced to serve a term in Joliet. When he was paroled a few years later, Mr. Keeley helped him to get a new start.

Melville E. Stone, while editor of The Chicago Daily News, followed D. E. Spencer, president of the State Savings Institution, who had absconded with about half a million dollars, step by step across Canada, to Europe, until Spencer confessed to a Daily News man at Connstadt, Germany. When an unknown man made an attempt upon the life of Russell Sage, Isaac D. White, then a reporter on The World and now head of its Bureau of Accuracy and Fair Play, with only a button and a piece of cloth from the trousers of the would-be murderer as clews, made an investigation which resulted in the identification of the man. When the police of Albany were completely baffled in an attempt to locate a kidnapper, The Argus not only found the child but also captured the criminal.

On the morning of January 4, 1925, five bandits held up five card players in the basement of a hall in Klamath Falls,

Ore. One man was killed. For a week authorities followed every plausible clew with no result. W. H. Perkins, city editor of *The Klamath Falls Herald*, hit upon a clew to the crime which led to the home of John Taylor in the hills. Taylor confessed and the other men were then arrested.

In August, 1923, William Dawson, a reporter for *The Capital Times*, Madison, Wis., was awarded \$500 for having solved the mysterious murder of Robert Jaeger of August 2, 1923. *The St. Louis Star* in 1923 exposed Harry Ferguson, a former Hillsboro, Ill., youth who had received national attention as Prince Cimitri Obolenski of the Russian nobility.

CHAPTER IX

THE WELFARE OF THE NEWSBOY

No business organization can properly be called successful unless it forms an institution in its community as advantageous to the prosperity, stability, and happiness of its workers as it is to its owners. A newspaper which truly serves its community will not merely initiate movements for the general welfare of everyone in the city, but, if moved by the genuine spirit of service, it will manifest a special interest in the welfare of its employees.

Under the leadership of Edmund Booth, The Grand Rapids Press has done more than any other paper in the country in the way of newsboy welfare. Mr. Booth began his work in behalf of the newsboys thirty years ago. Today there is an organization of 1,400 newsboys. The Press conducts a day school for the boys that handle the noon edition and extras. The crowning feature of Mr. Booth's efforts is the Happy Hour on Sunday afternoons in the Newsboys' Hall of The Press.

No statement of program or attendance can give an adequate picture of what the Happy Hour is like. All of *The Press* newsboys are there. The program begins when hundreds of little heads bow to say the Lord's Prayer. Then with a crash a fifty-two-piece newsboys' band begins to blare. After that there is an inspirational talk by a good speaker whom Mr. Booth has obtained especially for the occasion. Then there may be vaudeville acts by professional entertainers, good music, a short play, or music or speeches by the boys themselves. One of the objects of the Happy Hour is to develop self-confidence and address by the boys. Often motion pictures conclude the hour. It is truly a Happy Hour and it has been a part of *The Press'* program for twenty-five years.

The Happy Hour programs are profitable to *The Press* from a business point of view because they make better salesmen of the paper and because they build good will among the 1,400 families to whom the salesmen belong. The results for the boys and for the community are inestimable. The Happy Hour programs help to educate the boys by giving them good talks by good speakers on good subjects. The volunteer part of the program builds up the self-confidence of the boy. This is likely to give him a boost in the business world when he leaves *The Press*. By enabling the boys to hear entertainers and musicians of established reputation, their standard of appreciation is raised.

When The Grand Rapids Press erected its new plant, \$35,000 was allowed for rooms and equipment for the newsboys. First there is the hall where the Happy Hour service is held, then there is a swimming pool in the basement, a club room where amateur entertainments are given, the band room, and the school room. The Press buys instruments and uniforms for the seventy boys in the band. The lobby in which the boys wait for their papers every day is enclosed, heated, and clean. One large room was set aside for the "ungraded school" for the boys handling editions which appear on the streets during regular school hours. About thirty boys attend this school. The teacher, who is paid by The Press, has qualified as the principal of a grammar school. Instruction conforms with the regular courses in the city schools. The boys who graduate from this school are eligible for high school along with the regular grammar school graduating class. The school has a standing equal to that of any school in the city. brought the comment from observers that for the particular type of boy, The Press school is the best in the city.

The school room looks out upon the main street of the city. Right across from it is a park, with the public library at one end and the Y.M.C.A. at the other. On the walls of the school room are pictures of various historic events in Grand Rapids newsboy life—that famous houseboat trip down to Lake Michigan, the swimming contest of the year before, the band, and so forth. There is a library in connection with

the school from which the boys may draw books just as they do at a public library.

The Press has received a return of 100 per cent or better on every dollar it has spent for newsboy welfare work, according to Paul O. Sergent, circulation manager.

Thirty-five years ago a poor but philanthropic man in Pittsburgh, Thomas P. Druitt, sheltered homeless newsboys in his own rooms. Thomas J. Keenan, at that time the principal owner and active editor of *The Pittsburgh Press*, undertook to raise a fund large enough to put up a real home. He appealed to the public through the columns of *The Press*, and the paper obtained about \$40,000. A board of prominent business men was organized to manage the home, and it is controlled in this manner today.

The Indianapolis News maintains a newsboys' band. All members of the band must be carriers. They have daily instruction by the best man in the field, who is at the same time a fine disciplinarian and has excellent influence over the boys. This band has been in existence nearly a quarter of a century and has an alumni association of several thousand members, hundreds of whom occupy important positions. Many of them were regimental band leaders during the war, and several remained in the regular army in that capacity.

The employees of *The News* have organized a benefit and insurance association, operated entirely by employees. Sick and accident benefits are paid; and a pension fund is in process of collection. Pensions are to be paid as soon as this fund amounts to \$30,000. It now aggregates \$19,000, without debts.

A number of years ago the Chicago Daily Tribune put into effect a pension plan whereby workers on the regular payroll automatically become eligible to a pension after a certain number of years of service, or at a certain age. The plan gives assurance of protection to the workers on the one hand, and loyalty and a reduced labor turnover to the business on the other. It is in no sense charity. The loyal workers earn their pensions and as a result the organization can well afford to pay them. A group insurance plan was adopted, under which every employee automatically became eligible to an

insurance policy of \$1,000, or to an amount equal to a year's pay, if less than \$1,000. In April, 1924, there were 672 Tribune workers with that protection, amounting to \$667,040, and 125 more have taken the opportunity to double this protection by payment of nominal premiums from their own pockets. The additional insurance is \$120,450.

Among other advantages provided by the *Tribune's* management are regular annual vacations of two weeks to all employees, even including those in mechanical departments, who, through their unions, make working and wage agreements which do not provide for such vacations. Additional vacations of two weeks, or an alternative gift of a chest of sterling silver, are allowed to any employee who marries. Employees injured in the line of duty are allowed full pay as long as they are incapacitated, and the sick or otherwise incapacitated are allowed full pay up to a maximum of twenty-six weeks, and half pay for another twenty-six weeks. In addition, free dental examinations, prophylaxis, and advice are provided for all employees four times a year.

For a number of years it has been the practice of the company to grant annual bonuses to employees, figured in proportion to their annual earnings, and length of service, with certain restrictions operating against those of larger salaries. But the financial phase of cooperation is more practically worked out by offering preferred stock of the Ontario Paper Company, a *Tribune* subsidiary, to the employees at par. Three hundred and thirty-two *Tribune* employees have taken advantage of that opportunity and now own \$734,000 worth of stock, drawing \$58,752 in dividends annually from their contribution to *Tribune* success.

The Medill council, composed of representatives of various departments, meets monthly, or oftener if necessary, to hear suggestions or complaints concerning improvements in efficiency or hardships in service. The council has the full confidence of the management, and has been directly instrumental in numerous improvements of advantage both to the company and to the workers.

A minor matter of material interest is the restaurant, maintained and operated for employees, and managed by

employees, to provide wholesome food conveniently and at cost.

The Dearborn Mutual Benefit Association, an employees' organization, has been in successful operation for years. It maintains an average membership of about 1,275, out of a total of 2,029 persons on the regular payrolls, and by collecting weekly dues of from 25 cents to a maximum of \$2.50 each, together with special assessments in the event of the death of a member, handles about \$125,000 annually. Parts of this sum are always kept available for loans to members on their personal notes, with the idea of providing for emergencies which might otherwise drive them to loan sharks. In addition, the Association pays \$500 insurance to the family of any member who may die.

The youngest of the *Tribune* workers' private organizations for mutual benefit is the Medill Building and Loan Association, a source of pride to the *Tribune* and of profit to members of the *Tribune* staff. Organized and officered by *Tribune* employees less than two years ago, with an initial capital of \$59,000 advanced by the company, it has already paid back that entire amount, and in addition has provided real estate loans totaling \$355,311.50 and approved loans of \$125,588.50 more which will be available immediately for home making. Through this organization eighty-one members of the *Tribune* family have acquired or improved their homes. The Association has 793 members, and now has a weekly income of \$6,772.-34, managed entirely by employees.

Employees of the *Cincinnati Times-Star* organized their own savings club in 1921 and have a fund of more than \$150,000 available for mutual aid.

Rorer A. James, Jr., owner and publisher of *The Danville* (Va.) Register and The Bee, assists employees in buying their homes through the mutual building and loan associations. If an employee has a savings account and wishes to make the first payment on a home, Mr. James will lend him the amount needed and give him six years to pay the debt. More than 50 per cent of the married employees are paying for homes under this plan.

PART II METHODS AND IDEALS

CHAPTER X

THE OBLIGATION OF SERVICE

The reporting of the day's news has been and will always continue to be the chief function of the newspaper. The evolution of the newspaper out of the newsletter shows that its primary reason for existence is to satisfy the universal human craving for knowledge of the events of the day. This duty of reporting the day's news can never be subordinated to anything else without placing the newspaper property in jeopardy.

Along with his job of disseminating news, an editor, however, has certain other responsibilities. These responsibilities originated when the modern newspaper was taking form 200 years ago, and the passing of two centuries has given sanction to them. One of these responsibilities is the duty of giving is that of giving the community a medium through which its sales announcements may be published. Still another is that of taking a decisive part in the improvement of the community. Daniel Defoe, rightfully called "the father of English journalism," did much through his Review to establish the practice of supplying opinion about news events. also the first editor to show that the newspaper should become a purposeful leader of progress. In his "Essay upon Projects," published in 1698, Defoe laid down a platform for improvements in banking, insurance, highways, friendly societies, pension offices, bankruptcy laws, and academies, all of which he later championed when he began publication of The Review. Other editors, in the early days of English journalism, saw in the newspaper more than a medium for news dissemination. Yet, since English journalism became national rather than local, and American journalism emphasized the local, it was not in England but in America that the newspaper became, to the fullest extent, a factor in community upbuilding.

This book presents the American newspaper as a factor in the promotion of agriculture, business, better housing, health, schools, parks, playgrounds, and worthy community enterprises of every kind. Such activities are a legitimate duty of the newspaper because:

- 1. Every individual owes service to the community in which he lives.
- 2. An editor is under special obligation to do more than anyone else because the newspaper offers an amazing opportunity to translate ideals into practice.
- 3. In a sense, the newspaper is not the editor's but the property of the community.
 - 4. Community service pays.
- 5. Service activities give character and distinction to a newspaper.
- 6. Notable service to the community will give the editor a place in history.
 - 7. Service in itself is noble.

Let us examine these reasons in detail.

1. An editor, like anyone else, owes something to the upbuilding of the community in which he lives. Edward T. Devine, one of the contributing editors of *The Survey*, formerly taught a course in sociology at Columbia University, and on one occasion opened the class by handing out slips of paper to all the students, with the request that each one write out the three questions he expected would be asked of him on Judgment Day. After Dr. Devine had collected the slips and read them, he declared that none had in mind the questions he thought really would be asked. These questions, he said, were:

"Where did you live?

"What did you do for your community?

"Did you help eliminate poverty, crime, and illiteracy? Have you good schools? Is your jail fit for a man? etc."

These are problems which should concern every citizen.

2. Because of the potential possibilities inherent in the nature of the newspaper business, it is the duty of the man who happens to occupy the editorial chair to use the power of the printed word in behalf of the best interests of the community. "Communities involuntarily look to their newspapermen for leadership," says John H. Reid, publisher of the *University District Herald*, Seattle. "The newspaper in any town or city should provide the channel through which constructive leadership can be impressed on the community, for its upbuilding and progress," says Jason Rogers, formerly publisher of *The Globe*, New York.

The editor knows, or at least should know, his community better than anyone else. In constant touch with all parts of his city and with all kinds of people who live there, he is the logical man to point out the way to better things. Furthermore, no other man in the community has such resources of publicity at his command as the editor. Neither the radio broadcaster, the minister, nor the teacher can reach all classes as can the editor. Whitelaw Reid, diplomat and editor, in speaking of the opportunities of the journalist, once said:

To him are given the key to every study, the entry to every family, the ear of every citizen when at ease and in his most receptive moods—powers of approach and of persuasion beyond those of Protestant pastor or Catholic confessor. He is by no means a prophet, but, be it reverently said, he is a voice in the wilderness preparing the way. He is by no means a priest, but his words carry wider and further than the priest's.

Thus the very nature of the newspaper profession places a duty upon the editor which no other profession or business has. It is a case of *noblesse oblige*. To the journalist may be applied the words of St. Luke: "For unto whomsoever much is given, of him shall be much required; and to whom men have committed much, of him they will ask more."

This high duty of the journalist is not fulfilled by the mere printing of news. *Editor and Publisher* in a recent editorial admonished the profession: "The modern newspaper does not serve its community as it should if it confines its activities to

the presentation of news and editorial opinion." Tiffany Blake, editorial writer on the Chicago Daily Tribune, says:

The newspaper must justify itself as a responsible public institution, having most important civic, social and political duties to perform. It cannot shirk these duties by falling back upon the mere sale of news.

Printing the news is the chief duty of the newspaper. Promoting the public good is the second, according to the late Samuel Bowles, who, in an address on "Art and Conscience in Newspaper Making," delivered before the students of the Pulitzer School of Journalism in October, 1913, said:

The primary duty of the daily newspaper continues to be to chronicle accurately and truthfully the events of consequence in its own environment, and to promote there earnestly and persistently the public good.

The foregoing chapters attest to what extent American papers have "earnestly and persistently" promoted the public good. The idea of service is growing among newspapers just as it is growing among corporations and in the state and federal governments. In a recent editorial, The Christian Science Monitor said:

It is becoming increasingly apparent that those who make America's daily papers are wakening to the fact that solid and substantial journalistic edifices are not to be builded upon any other foundations than useful service to the community.

American papers are not the only journals that have seen this point. In fact, La Prensa, the great daily of Argentina, probably leads the newspapers of the world in the extent of its constructive service to its community. La Prensa has a free medical-surgical bureau with a staff of a dozen distinguished specialists; a chemical, industrial, and agricultural bureau where two eminent chemists make analyses and recommendations; a free legal-aid bureau; free music lessons, a free library; three large rooms for public meetings; a meteorological observatory; and an information bureau. In a luxurious suite of apartments on the fourth floor of the La Prensa building, the

newspaper has entertained without charge the great literary, diplomatic, and scientific celebrities of the world. Every year La Prensa awards prizes for altruistic acts, and a prize of 1,000 pesos to the person who will prove that he has taught the greatest number of illiterate people to read, and a group of prizes similar to the Pulitzer awards. The paper also sponsors a series of popular lectures on cultural subjects.

All of these services are free to the public. It was the idea of Dr. Jose C. Paz, founder of La Prensa, that it was the duty of the newspaper to return to the public under the guise of gratuitous services a greater part of the receipts gained by the growing prosperity of the enterprise. The building occupied by La Prensa is said to be the handsomest newspaper home in the world.

Not only in North and South America, but in the Orient as well, the ideal of a newspaper as something more than a vendor of news has been accepted by the proprietor of at least one M. Ohta, vice-president of the Hochi Shimbun, newspaper. one of the leading dailies of Japan, in his book, "Society and the Newspaper," says: "The promotion of society is preeminently the work of the newspaper." The Hochi, on the occasion of its fiftieth anniversary, established a free university, a circulating library, and prizes for the encouragement of science and art. In addition, the newspaper announced a plan for disseminating music and a project for education by motion The Hochi is active in the encouragement of physical culture through primary school sports. M. Ohta, in commenting on the community service work of the Hochi, says it is his newspaper's method of disposing of surplus profits.

While the foregoing chapters record many striking instances of the newspaper as a community builder, it is nevertheless true that the average editor makes rather small use of his opportunities.

While many orators and even editors have dilated at great length on the mighty power and influence of the press, the truth of the matter is that few of the thousands of newspaper editors in this country exert any influence whatever on the everyday affairs of life.

This frank statement was made by J. C. Brimblecom when president of the National Editorial Association. Mr. Brimblecom is not overstating the case. The chief, if not sole, contribution to community welfare made by most editors is that of printing the news of the community along with booster notices of churches, lodges, and commercial clubs1-a service which is important enough in a way but falls far short of what might be accomplished. Contrast with it the service of Sol. H. Lewis, editor of The Lynden (Wash). Tribune, who not only pointed out that the city needed a community house, but suggested an ingenious scheme by which it might be financed without placing a burden on anyone; or the great service of H. E. Cole, publisher of The Baraboo (Wis.) Daily News, to whose sagacity Wisconsin owes two of her state parks; or the achievement of Otto Thorning of The Northland Post, Cochrane, Ont., who fought for a second railroad, and got it, when no one else in the small Canadian village believed it possible. press is still powerful, but its power depends entirely on the individual entrusted with its management.

Lafayette Young, editor of *The Des Moines Capital*, recently told a group of editors that a thousand newspapers in the Mississippi Valley might be in better hands; that their present owners and editors were so preoccupied with the problems of the back office that they had no time for constructive community building. Hardly a week goes by but what an opportunity for community building offers itself to every editor. The only limitations upon what he can accomplish are his own energy and ability. Many editors are convinced that the town does nothing for them. It behooves them to look around and see if they are doing anything for the town.

A town should not be allowed to become stagnant. To go forward it must have leadership. That leadership should be supplied by the newspaper. A newspaper and nothing but a

¹ Every newspaper does this as a matter of course, if it's news. Free booster notices constitute service—a service worth millions a year to American villages and cities—but the term community service as used in this book is restricted to projects initiated and fostered by the newspaper.

newspaper can awaken a community to quick action. A newspaper and nothing but a newspaper can effectively educate public opinion over a long period of years. The editor must suggest and fight for those things which mean town betterment. He will find opposition, to be sure. Selfish people will object to needed improvements because of the cost. But the newspaper that is to live and serve must go forward in spite of such people. As a rule, an editor will find that opposition will turn into support if he persists in urging a necessary reform. When M. J. McGowan and F. R. McGowan took over The Appleton (Minn.) Press in 1914, the high school building was a frame structure, inadequate as to size, dangerous to life as a fire trap, and without modern, sanitary interior arrangement. The Press gave its editorial and news support to an effort for a new building. In 1915 an election was called to authorize a bond issue for \$40,000 for a new building. The voters decided "no" with a goodsized vote. The work by the McGowans continued, however, and less than a year later a second election was called to vote on a proposed bond issue of \$65,000. This time it carried and construction started shortly thereafter. Appleton now has a high school building which pleases the entire community, and which is already nearing the limit of its capacity for pupils.

Mr. McGowan says that no other effort the paper has made aroused so much opposition at the time or brought so much commendation since.

It is in the smaller cities and in the villages that an editor is best able to be associated with every movement for community building. In cities of moderate size an editor can know all the public-spirited citizens, the officers of various civic organizations, and know intimately the needs of the community. For that reason newspapers like The Middletown (Ohio) Journal, The Grand Rapids Press, the Janesville (Wis.) Gazette, the Schenectady Union-Star, and The Manchester (N. H.) Union and Leader come nearer the ideal of community service than papers in metropolitan areas.

As one thing always leads to another, so the initial step by a newspaper in some progressive movement often results in

an improvement of even greater moment than the newspaper itself had dared to anticipate. This was illustrated at Fort Wayne, Ind., recently when The News-Sentinel launched a campaign for beautifying the river bank. A gas plant, railroad tracks, and rubbish made the river bank unsightly. The News-Sentinel described the possibilities in beautifying the bank. A wealthy citizen in Fort Wayne became interested in the project and donated 10 acres along the river for park purposes. With this as a start the campaign will probably be successful. Without the initial suggestions from The News-Sentinel it is quite unlikely that this man would have become interested in city beautification. Similarly, when Fremont Older launched his crusade for better government his immediate object was the reform of municipal politics in San Francisco. The ultimate effect was the destruction of the power of the Southern Pacific railway in California politics -a power which had been dominant for forty years. As a result of a series of articles on municipal golf in The Grand Rapids Press, a wealthy resident of that city turned over a large tract of land to Grand Rapids, and himself contributed a large sum for its development. When The Evening World of New York, in its crusade for better housing, showed that the slums could be cleared and homes built to rent for \$9 a month a room. John D. Rockefeller, Jr. announced he would build garden apartments and he employed The World's architect to design them.

Colonel Nelson of *The Kansas City Star* told his associates: "A heavy obligation has been entrusted to us. We would be worse than criminals if we should fail in our duty." This duty may be the launching of a crusade to drive boodlers and grafters out of the city or to loosen the grip of a corporation, a secret society, or a vice ring on municipal affairs. The crusades of Fremont Older, Joseph Pulitzer, E. W. Scripps, Richard Lloyd Jones, and J. H. Zerbey may be pointed out to students of journalism as the highest type of service a newspaper can give under certain conditions.

3. In a certain sense the newspaper is not the editor's to do with as he wishes. It is the community's paper. It is a

trust that the editor must administer with the best interests of his community in mind. Dan Cloud, former owner of The Montesano (Wash.) Vidette, at one time told the Washington Press Association: "I used to think my paper was my paper. It isn't, friends—only partially. Mostly it is the community's paper." The editor of The Holmes County Hub, Millersburg, Ohio, expressed the same thought when he said: "A weekly paper is the property of a community." "Editorship is a stewardship to be discharged high-mindedly—and that means service to the public," says Edward Bok.

In an editorial announcing the acquirement by the Gannett Company, Inc., of the *Rochester* (New York) *Times-Union*, Frank E. Gannett said: "A newspaper is a great public trust." At the head of the editorial column of the *Ithaca Journal-News* (also a Gannett newspaper) is a box with the heading "This Is Our Sacred Duty." The box says in part:

The Journal-News desires to repeat and emphasize that it is devoutly pledged to the service of the community. It has no ulterior motive, no axe to grind, no political ambitions to satisfy. It is not striving to promote the interests of any individual, clique, faction or party. Its sole object is to serve the public with information, uncolored, unbiased, unprejudiced, and as accurate as the greatest amount of effort can make it.

The Journal-News takes the attitude that it is a public institution, not the personal property of its publishers. It is your paper. It gladly will print your views on any public question.

In other words, the *Journal-News* considers itself a public carrier and not a private enterprise. It is its sacred duty to give its readers the facts, the fullest measure possible of light on all questions. It does not wish or attempt to force its views on its readers, but encourages each one to form his own conclusions.

There is no greater menace to our great republic than the tainted newspaper, whether it be tainted by money, by special interest, or by unfair presentation of news for ulterior motives. And the *Journal-News* dedicates itself anew to its steadfast purpose to be the people's paper, your paper, devoted to the best interests of the community, the state, and the nation.

So closely is the newspaper intertwined with the community that in some ways it partakes of the nature of a public

utility. "The local newspaper comes nearer being a public utility than any other single factor in community life," says J. B. Haskins, formerly field secretary of the Michigan Press Association. W. C. Van Cleve, editor of the Moberly (Mo.) Monitor-Index, voiced this same conception of a newspaper's peculiar relation to its community when he said: "The newspaper is a public service enterprise. It owes a duty to the public broader and beyond the mere matter of gathering and selling news." George E. Vincent, president of the Rockefeller Foundation, has said:

The press is more than a business. It is a social service fundamental to national life. The men of the press must recognize the social nature of their task. If the press is a corporation, it is a public service corporation with all of the social responsibility that this implies.

4. In serving the interests of the community, the editor, like Mr. Ford, will find his own larger interests. "He profits most who serves best," is an old saying. Community service is a profitable form of promotion work. It will add circulation and it will give a newspaper that quality, known as reader-confidence. The history of American journalism is full of instances of newspapers which were lifted into circulation dominance by a vigorous editorial crusade.

Before its attack on Boss Cox and Campbell, The Cincinnati Post was a small, weak, and comparatively insignificant newspaper. It emerged as a powerful, prosperous, and influential journal, one widely read, feared by its enemies, loved by its friends, and secretly if not openly respected by all for its honesty and courage, in one of the city's most trying eras. When Fremont Older became managing editor of the San Francisco Bulletin in 1895, the paper had a circulation of about 9,000, and was losing \$3,000 a month. After the crusade which resulted in the elimination of the Southern Pacific railroad from California politics the Bulletin stood out as a powerful reform newspaper with more than 100,000 loyal readers.

¹ McRae, Milton A.: "Forty Years in Newspaperdom," p. 50.

When James Gordon Bennett sent Henry M. Stanley to Africa to find Dr. Livingstone, the explorer, the feat made *The Herald* a world newspaper and brought it tremendous advertising, circulation, and prestige. The victory over Tweed by *The New York Times* was such a success as no American newspaper had ever scored before. It raised the prestige of *The Times*, increased its circulation, and its dividends ran from 80 to 100 per cent on a capitalization of \$100,000.1

A campaign for an 8-cent loaf of bread added 8,000 new readers to *The Seattle Star*. H. W. Parish, circulation manager of *The Star*, says:

If the business manager of *The Star* should say to me, "I want to add 10,000 circulation. Do you want \$20,000 or a good editorial campaign?" I would take the editorial campaign.

English journalism, too, has notable instances of crusades which made newspaper reputations. When Frederick Greenwood became editor of the *Pall Mall Gazette* he commissioned his brother to write a series of articles exposing conditions in English workhouses. These articles, which appeared under the pseudonym "The Amateur Casual," gave the *Gazette* a wide circulation throughout England.

George Booth, president of *The Detroit News*, told a group of editors that whenever *The News* is especially active in a certain cause in the interest of the public, he can see the results immediately in the increased returns for his newspaper.

Community service is a royal road to circulation supremacy. It costs money, to be sure. But the money does not go for premiums or contests or temporary readers bought at so much per head, on the publisher's book today and off tomorrow. Readers obtained because the paper is a power for good in the community will remain loyal and faithful to an editor whom they respect. No matter if the people of the rural sections are coming more and more to look to the city papers for their news of world happenings—they still depend for friendly counsel and advice upon the judgment of someone within their own community circle who has proved himself

DAVIS, ELMER: "History of The New York Times," p. 118.

dependable and wise. In discussing the community service program of the *Janesville* (Wis.) *Gazette*, Stephen Bolles, editor, said:

We have some notions that a newspaper in order to live in a community of this character, restricted by geographical limits and in competition with many other newspapers, being as we are close to large cities having most pretentious papers, must be constantly alive to the needs of this immediate community which we serve. This paper does not wish to die from senile decay. The only way to live is to make itself practically indispensable in the families; also the coming generation must be sold thoroughly on the *Gazette* while it is young so that it will not be led stray by jazz newspapers and flapper journalism.

About seventy county weeklies, or an average of one a month, have gone out of existence in New York State for the past half dozen years. They were not indispensable to their communities. More than 3,000 country weeklies have died in the United States since 1915. If an editor is seeking a way to make his paper indispensable, let him try this formula: A paper with all the news of his community, a wire service if his paper is a daily, and a program for community advancement. With a paper built on this policy, an editor need fear neither the local competition nor the outside daily. No man from outside can possibly speak of and for the community as can the man who is making a paper there. The tendency to fewer papers will continue because it is based on an inexorable economic law. The editor who truly serves his community need not fear suspension or consolidation. Only the weaker paper will die. The strong will remain and become stronger.

J. B. Haskins, formerly field secretary of the Michigan Press Association, said in an address on Community Service at a recent meeting of the Association:

We do not need more newspapers in Michigan. We need fewer papers—more one-paper towns—stronger, better newspapers. Then they will be better able to better serve their communities. With an enlightened public interest, with a greater state pride

developed, with newspapermen alive and awake to strengthen the whole program, better days are ahead for the better newspapers. Those not in step with the times cannot hope to succeed. They should change the program—and deserve to succeed!

That the country newspaper which survives is the one that serves its community is the thought advanced in an editorial in *The Publishers' Auxiliary:*¹

There is a rapidly growing tendency among the editors of country weekly newspapers in all sections of the nation to a more earnest effort in the direction of community service. Editors are realizing more and more the province of the country newspaper. Country papers are becoming more and more community builders.

Publishers are realizing that they owe something to the community; that they cannot expect to "get" without "giving," and the giving must be in the nature of real service.

We hear more or less of the prophesied passing of the country weekly newspaper. We are told that the daily paper will replace it; that the public will not support the paper that is issued only once a week when they can get one every day. But nine times out of ten times the country publisher who makes such statements is the man who is printing a makeshift newspaper, a publisher who hopes to "get" without "giving."

While the number of country weekly newspapers has been growing steadily less in the last five or six years, the quality and standing of the country newspaper is improving. That is true because it is the weak ones—the makeshifts—that have passed and are passing.

There is no real excuse for the existence of the country newspaper that goes to its readers each week with nothing more to offer than half a column or so of badly written personals. There is no excuse for the existence as an editor of a man who will sit in his office and wait for the public to bring in to him the news of the community. It is his business to go after it. There is no excuse for the existence as an editor of the man who interprets editorial duties as that of setting type throughout the week. His job is that of a printer, not an editor, and the possibilities are that he would make a better living for himself by working as a printer than he is making as an editor, because, in reality, he is not an editor when he devotes his time to setting type.

¹ Feb. 16, 1924.

These types of editors and the types of newspapers they have represented are passing, and with their passing there have come to take their place the broader-visioned newspaper men, making community-serving newspapers. It is the community-serving newspaper that is growing and prospering, and is today typical of the country newspaper of America.

Sam T. Hughes of the Newspaper Information Service, Washington, says:

Too many weekly publishers are afraid to go ahead, afraid to spread their wings, afraid to risk a little. The natural result is that they do nothing very clever and nothing much out of the ordinary, even in the plane that they are holding to; they do nothing very particular to make their communities really sit up and take notice, and the community subsequently takes less and less notice . . . American human nature, in city and country, demands that the thing it reads shall be wide awake, alert, pepful, if you please. Otherwise it is not interested. I have heard great numbers of weekly publishers say that they would not do this and they would not do that; wouldn't print this, and wouldn't print that. But I never heard one declare just as often and just as vociferously that he would print another this and another that.

Do things! Do things often. Try to make them worth while, but do them anyway! Presently the habit of doing things will make them increasingly better and increasingly more worth while to the public. This lesson I have not learned in the newspapers and services I have handled, but from the people, the folks who read my paper and the editors I serve. Human people who read papers point the way; prosperity lies in that path.

Community service gives prestige to a paper and thereby increases its value as an advertising medium. The confidence which readers give to its news and editorials is carried over to the advertising columns and is reflected in increased returns to the advertiser. An editorial, "The Real Mission of the Newspaper," in *Editor and Publisher*, gives the following advice to publishers:

Those dailies and weeklies which are most highly prized by their readers are those that are a constructive force in the upbuilding of the ethical, religious, educational, and commercial welfare of the city in which they are published.

The Globe, under Jason Rogers, is generally conceded to have possessed to an unusual degree the confidence of its readers as a result of the many services of the paper. "This reader-confidence," says Mr. Rogers, "was reflected in the responsiveness of its advertising columns."

One of the reasons why many merchants in smaller towns do not feel like supporting a newspaper with liberal advertising patronage is that so often the paper fails to make itself a vital part of the daily life of the community. There is nothing strong enough in the paper to challenge the admiration of either advertisers or readers. News alone will not make a newspaper that is a tower of strength in community affairs, a source of inspiration and leadership, but community service will do that. When the editor is big enough mentally to carry out a service program he has a basis for soliciting advertising in his newspaper and then he can give service to his clients that is worth the money this advertising costs. Not only is the advertising space in a dynamic, forceful newspaper worth more to the advertiser, but such a property will bring more on the market. It possesses to a high degree that intangible but valuable quality known as reader good will. Community service gives to a newspaper that which the elder J. P. Morgan called the best of all collateral for a loan, character.

The objection might be raised that community service takes too much time—takes time that the publisher should devote to his business. It is true, of course, that the publisher of a small-town paper who does his own mechanical work will not have time for community service. E. Percy Howard, editor of The American Press, is fond of saying that there is nothing so pathetic as a willing weakling, particularly when the willing weakling is a publisher of a newspaper. He wants to do things for his community, but, because he must occupy most of his time with keeping the outgo just a little below the income, any real constructive service for his community is almost out of the question. The successful management of a small paper, however, demands a type of publisher whose vision is wider than the back office. It demands a man who

will be a driving force in the community, a man with personality, a wise and untiring leader.

Such men as H. H. Bliss of the Janesville Gazette, Frank B. Pauly of The Middletown Journal, Edmund Booth of The Grand Rapids Press, W. C. Jarnagin of the Storm Lake (Iowa,) Pilot-Tribune, George Dealey of The Dallas Morning News, Frank Knox of The Manchester (N. H.) Union and Leader, and others whose work is chronicled in the preceding chapters do not find that time devoted to community enterprises is time stolen from their business. As John H. Reid, editor of a community weekly, the University District Herald, in Seattle, says: "A publisher can give of his time and be able to look his banker in the face, too."

5. It is a common complaint of readers that newspapers are too much alike. Every editor knows that in many respects this complaint is justified. The absurd tendency of recent years has been to make the newspaper an assembling plant, its editorial contents consisting of routine local news and standardized features—features supplied by wholesalers outside the control of all but a few publishers. The result has been flatness, routine.

Community service projects offer a means of making a distinctive newspaper—a newspaper with exclusive news, editorials, and features that the opposition does not have. For instance, if an editor sees in a stray item about a war veteran a tip for a story on the conditions in hospitals for veterans, has he not created a valuable feature for his paper and, at the same time, served the community by calling attention to the condition of its wards? Readers sense the fact that here is a newspaper that is different.

Community service has given some American newspapers unique distinction. Thus The New York Tribune leads in fresh air funds; The New York Times in Christmas funds; the Seattle Daily Times in supplying information; the Brooklyn Daily Eagle in children's club work; The Kansas City Star in parks; The Milwaukee Journal, Atlanta Constitution, and The Minneapolis Tribune in road work; The Minneapolis Journal in information for the traveler; The Grand Rapids Press and

Pittsburgh Press in newsboy welfare; The Dallas Morning News in civic beautifying; The Middletown Journal in Chamber of Commerce promotion; the Schenectady Union Star in promoting civic pride; the Los Angeles Times in stimulating patriotism; The Birmingham News in encouraging education; the Chicago Tribune in conserving human life; The Manchester Union and Leader in promoting agriculture cooperation.

There are those who assert that the days of personal journalism are gone forever. When Henry Watterson passed on, a veritable flood of editorials was poured out to the effect that he was the last of his kind. This is nonsense as far as the community paper is concerned. Every editor has the opportunity to express himself through his paper. He can become as much of a power as a Greeley or a Bowles. Country journalism is even more personal than the journalism of Halstead, Medill, McCullagh, Dana, and Raymond. The country editor has a more direct contact with his readers than these men had. Starting a movement for a Chamber of Commerce, a new school building, a park, is personal journalism.

6. Community service offers an opportunity to an editor to gain a place in history aside from the yellowed files of a newspaper kept in the musty corner of an old library. If an editor takes the initiative in securing for his community a park, a playground, a community house, or something equally valuable, he will be remembered for it, even as the name of Nelson will live in the history of Kansas City. It is something for an editor to think about. A recent editorial in *Editor and Publisher* points out:

The basis of all editorial value is the future good that results for community and nation. It might be a road, a park, a playfield, a school, or any one of a hundred things that make some communities better than others in which to live.

When the historian of twenty-five years from now goes digging back through the pages of your newspaper what reason is he going to have for picking your name out from the others and giving it a place where it will live?

Measure your editorial page by these standards today and set your own value to your community as judged by the men and women who will fix the standards of tomorrow. How much greater distinction is it for a newspaper to have exposed and overthrown Boss Tweed, or to have ferreted out the German spy system in America during the war, than to have obtained a larger advertising linage than its competitors! A zest for great and audacious and public-serving exploits is needed in all our offices. Woodrow Wilson said: "Do you covet distinction? You will never get it by serving yourself. You will get it only as a servant of mankind."

7. A final reason for serving the community is that service itself is a noble thing. "Service is the greatest thing in the human calendar, and the better we equip ourselves the better we serve," said the late Warren G. Harding, himself an editor of the type that believes in doing things for the community. Another President of the United States said of service: "It is service that dignifies, and service only." Tolstoi enunciated the doctrine that happiness comes only through service.

Edward Bok, who, when editor of *The Ladies' Home Journal*, revolutionized the architecture of the small American home, introduced new ideals of art, and reformed the women's club, places the word service above all others in the English language. Says Mr. Bok:

Ask a hundred men to choose the greatest work in the English language, and it is hardly likely that any two will agree. And yet if we scan the present horizon of political, economic, social, and moral problems, domestic and foreign; if we approach the language with the idea of selecting the greatest word in it, as adapted to present needs, this one word naturally rises from all the other thousands and stands out supreme. It is the one word, which, functioning in its fullest sense, would set at rest the world's problems, and it is because of its tremendously vital import to the needs of the present that it becomes, to my way of thinking, the greatest word in the English language.

It isn't Love, it isn't Brotherhood. It isn't Friendship. It is the word that embodies the spirit of all of these words.

The word is Service. Not the service that serves self, but the service that labors for the interest of others, and thus becomes the finest and best service to ourselves.

CHAPTER XI

FORMULATING A SERVICE PROGRAM

Assuming that an editor wishes to do his utmost to build and improve his community, what can he do and how shall he do it? This chapter will undertake to answer the first of these questions.

The suggestion for a certain specific service may originate in any one of a number of ways:

- 1. An immediate need may arise and the editor, seeing the need, may decide to do his best to meet the situation. For instance, when Colonel Nelson came to Kansas City he saw the need for parks, paved streets, and a municipal auditorium; James Keeley, when managing editor of the Chicago Daily Tribune, saw the necessity for a change in the method of celebrating the Fourth of July; George B. Dealey, president of The Dallas Morning News, saw the need of a city plan for Dallas; M. H. de Young of the San Francisco Chronicle saw back in the eighties that if his newspaper wished to be successful in promoting horticulture in California, it must supply farmers with warnings of abrupt changes in the weather. In fact, most of the services described in the foregoing chapter of this book originated from the personal observation of the editor.
- 2. The suggestion may come from a reader either verbally or as a communication.
- 3. The suggestion may come as a result of a community survey or scoring.

Few American communities are so near perfection that an editor cannot see chances for improvement. There is usually no lack of something to do for either a community Improvement Club or an editor who is fired with a zeal for civic betterment. It may be that a new need suddenly arises, as

when a disastrous fire shows the necessity for more modern fire-fighting equipment or a crossing accident calls attention to a dangerous corner. It may be that farm trade is dwindling because merchants are not buying the farmers' produce. It may be that a new school or a community hospital or garbage collection is needed. Virtually every community needs efforts in trade extension, community advertising, Americanization, vocational education, community churches and bands, city beautifying, parks, entertainment, community houses, industrial relations, city engineering, and health.

William Allen White, himself a great community leader, in an editorial entitled "The Gauge of a Town," has given every publisher a number of clews as to what he can do and ought to do for his community. Mr. White said that the test of a town is not how many churches or how many church members it has, but

. . . if one would know the town, one would ask these questions:

How do you care for your youth with recreation and amusements?

How do you abate unemployment?

How do you care for the inevitable residuum of poor?

How do you provide for public sanitation?

What are you doing to prevent the spread of contagious disease?

How many books are there in your public library, and how often are they read?

Is life and property safe on your streets?

On another occasion Mr. White pointed out the evil of striving for mere bigness in a town.

It should be instructive for a publisher to attempt to gain a detached view of his town—to look at it as an outsider would, say a man who might be considering moving to town. Viewing his town from this standpoint, he will ask certain questions about it:

¹ From "Ten Tests of a Town," by F. L. Flint, chairman of the Department of Journalism, University of Kansas.

- 1. Is it an attractive, likeable town? Does it have the beauty of shaded streets, well-kept lawns, abundant flowers? Is it a quiet, roomy, airy, well-lighted town? Does it have handsome public buildings and homes? Is it well paved?
- 2. What is the town's health record? How does it compare with other towns of its size in this respect? Is its water supply well guarded? Is its sanitary system efficient and adequate? Is the milk inspected? How does its hospital and health department function?
- 3. Is it a good town in which to educate my children? Is the town penurious with reference to school expenditure, or does it pay salaries which are attractive to the highest type of teachers? Are its school buildings modern? Does it have any provisions for adult education? Does it have lectures and concert courses?
- 4. Are the people in the town likeable? Are they "home folks" without false exclusiveness? Are they neighborly and friendly? Is the town free from factionalism? Does it have strong religious, fraternal, and social organizations? Is it a law-abiding community? Do the people use their public libraries and do they support community undertakings? Do they keep their children in school or do they want them to be in factories? Are they good American citizens?
- 5. Can I have a good time in that town—I and my family? How about the theaters, museums, gymnasiums, parks, etc.? Are there active agencies for providing good entertainments, athletic contests, etc.? Are inviting opportunities for pleasure drives afforded by well-paved streets?
- 6. Can we live reasonably and well in the town? Are the best of modern conveniences available for its residents—electricity, gas, telephones? Are the housing conditions favorable? Are rent and taxes reasonable? Do the taxpayers seem to get an adequate return for their money? Are commodity prices fair? Are truck gardens plentiful? Is there an abundance of good dairy products?
- 7. Is the town easily accessible by train, interurban, or automobile? Are the roads paved and well marked? Is it close to other cities which offer additional cultural and commercial advantages?
- 8. Can I make good use of capital in that town? Are there good banking facilities? Good shipping facilities? Favorable labor conditions? A prosperous farming territory? Fair real estate values? Reasonably cheap power? Active cooperation among business interests?
- 9. Can I get a job in that town at fair pay and with good prospects for the future? Can I count on cooperation from organiza-

tions making it their business to help and introduce and establish new commercial interests and welcome new citizens?

10. Does the town have a progressive city government, active civic organizations, a modern fire department, adequate police protection, organized measures for the prevention of accidents, and a pull-together spirit in everything—in short, is it a town with a future?

Such a consideration of a town from the viewpoint of an outsider is often illuminating. It may direct attention to a disadvantage which would be immediately evident to anyone who made a careful examination of the town with a view to living there.

The editor should be a zealous student of periodicals and books on civic problems and municipal administration. Such a book, for instance, as Zueblin's "American Municipal Progress' should be read by every editor. It will be found wonderfully stimulating in its suggestions for improvements looking toward the ideal village or city. The book was published in 1916, and in some respects the average city may have caught up with improvements which were exceptional nine years ago. The annual advance in municipal affairs is recorded yearly in the "Municipal Index" which an editor should either have on his desk or consult frequently at the library or city hall. Further references to current developments may be found by consulting that most exhaustive and complete bibliography, the Public Affairs Information Service, which is published weekly and cumulated monthly and annually; or the bound volumes of the weekly index of the New York Municipal Reference Library, called "Municipal Reference Library Notes." Every editor should also have the list of the inexpensive pamphlets on subjects pertaining to municipal affairs issued by the American Civic Association at Washington.

While the editor cannot hope to be an authority on all problems pertaining to city affairs, he should know where he can get such information when needed. He need not go to the expense of buying the books and magazines himself, but he

¹ See Appendix for list of books and magazines on community betterment.

should see to it that the city library or the Chamber of Commerce or the mayor gets them. If they are available at the city library or at the mayor's office, he should frequently call attention to them. This may be done in news stories or feature stories which quote from significant articles. Excellent is the plan in vogue at Virginia, Minn., where all magazines and books on municipal affairs are easily accessible to everyone in a reading room of the Commercial Club on the main street of the city. Many public libraries are exceptionally helpful in setting aside a special room or section for books on municipal problems. In Fort Wayne, Ind., for instance, the library has all its books on civic affairs in one room. The citizen or public official who will browse here for an evening will learn much about progressive ideas in city management.

Perhaps editors should be reminded, too, that nearly every state university now has an extension division with a package library service that is available to all residents of the state. In other words, anyone has the privilege of borrowing from the extension division a package containing the best books and magazine articles on a subject of current interest. While these packages have been in great demand by club women and public speakers, newspapers, as a rule, have made little use of this facility.

It is the highest duty of the journalist to make important things interesting. Sidney F. Wicks of the Manchester Guardian has said:

Don't surrender an ideal, but remember that you can't have ideals without brains. We want clever idealists; we want boys and girls who have such brains that they can make commonplace things seem fascinating and interesting. Any fool can make a murder story interesting, but it takes brains to give interest to the sweet, commonplace things of daily life. To make righteousness readable is what we want. We have to make righteousness tingle with brains before we can have better newspapers, and there seems to be something missing in that direction.

The editor will find in books and current periodicals on municipal affairs abundant material with local angles which will be both important and interesting. By means of his exchanges, reports of civic organizations, books, and periodicals, an editor may keep in touch with what other cities in his own state and other states are doing. Of course, he should select for comparison villages and cities that are about the same size as his own. If they have improvements that his city does not possess, let him ascertain the reason why. Are their citizens more public spirited and more enterprising? If he does not know how to analyze the figures, let him secure the cooperation of someone in town who does. Thus the editor may be able to prepare articles that will open the eyes of the taxpayers and point the way to better things.

Constructive suggestions from readers should be followed up by a campaign by the newspaper. "The Milwaukee Journal has spent thousands of dollars following up suggestions made by readers," says Norman Greer of The Journal staff.

Sometimes the editor may wish to urge readers to make suggestions for community improvements. The Jeffersonville (Ind.) Bulletin recently printed a blank form on which the readers were asked to give their ideas of a city slogan and eight points in a community improvement program. "Thought Survey" was held by Hornell, N. Y. Literature labeled "Give a Thought to Hornell" was distributed to all citizens and visitors, and scores of good ideas for civic improvement were turned in. A short time ago a wealthy man left a large sum of money to the city of Boston to be used in the interest of the city. One of the Boston newspapers conducted a letter contest on how the money ought to be spent. Many sound ideas were advanced by readers. The same general idea could be applied by any newspaper. A series of interviews might be run on what the city would do if it were left a million, or what the village would do if it were left \$25,000. Incidentally, suggestions such as this are apt to bear fruit sooner or later in the will of a public-spirited citizen.

THE COMMUNITY SURVEY

The two methods just discussed for formulating a program of constructive service may be termed opportunistic in con-

trast to another method which might be called scientific. That is the method of the survey. The survey idea, which has been borrowed from the sociologist and the economist, has long been in use among the great national advertisers and recently has been adopted by the promotion departments of the metropolitan newspapers. It is nothing more than making an intensive, thorough analysis of the elements in a given situation. The manufacturer who wishes to market a new brand of tooth paste first engages an advertising agency to make a report on the various brands on the market, their distribution, opinions of distributors, and the possible market for a new brand. So valuable is the survey in advertising today that none of the great agencies will undertake an advertising campaign until a survey has first been made. The larger agencies have specialists in surveys, the research men. Similarly, the more progressive metropolitan newspapers now make surveys for their advertisers and present them with exhaustive analyses of the market and distribution for breakfast foods, washing machines, tires, etc. Smaller newspapers, too, have found the survey of great value in obtaining new accounts.

While the advertiser has learned not to spend his money until he knows what the possibilities for adequate returns are, the American village and city still go blindly ahead making changes and improvements in a haphazard way. This is but one manifestation of a condition in municipal affairs which makes it possible for the responsible head of a city government, spending hundreds of thousands a year, to be a retired tinner or a cobbler whose salary is \$1,200 or, at the most, \$2,000—a man with no technical or business experience, whereas he should be a man trained for the job in a school of city administration, a city manager in the true sense of the term, with a salary commensurate with his job.

The survey is a scientific attempt to gather data about the current problems and living conditions of a community. It is an effort in the field of civic and social reform to do what the civil engineer does before he starts to lay out a railroad, what the sanitarian does before he starts a campaign against

malaria, what the scientific physician does before he develops a mining property, what the advertising agency does for a manufacturer before it undertakes a sales campaign.

A survey is a good thing for a community because it will substitute tested information for mere conjecture and belief. It should not be necessary for an editor to take the time to make the survey himself. Even if he could spare the time, it would be a question if he should do so, since one of the purposes of the survey is to get the impartial verdict of outsiders on the strong and weak points of the town. extension division or the department of sociology of the state university will usually be glad to make the survey, if requested by a representative group of citizens, and if assured of coopera-As employed by social workers, the survey covers all phases of activity in a community: history of town, land and people, city planning, public utilities, municipal administration, trade, industry, labor, public health and sanitation, housing, charity, delinquency, recreation, clubs and societies, education, and religious activities.

The survey may, however, be confined merely to one or two aspects of civic, social, or industrial problems. An instance of the successful use of the survey to clear up a problem occurred recently in Hampden county, Massachusetts. The farmers in the county were dissatisfied because of the discrepancy between the prices of what they had to sell and what they had to buy. They formed a county organization to study the situation. A survey of conditions showed that the county seat town consumed six times as many apples annually as the entire county produced; that the poultry raisers produced only one-ninth of the eggs required by the county; that their onions—a large crop—were outsold in home markets by the superior quality of onions imported. Similar discoveries were made about other crops. The bare facts in this survey pointed the obvious way out of this difficulty—improvement in quality and proper grading of the local products.

¹ Harrison, Shelby M.: "Community Action through Surveys," Russell Sage Foundation.

The farmers around Tulsa, Okla., complained that they were getting less for eggs in Tulsa than distributors paid for eggs shipped in from the distant town of Enid. The Chamber of Commerce made a survey among the dealers in Tulsa and found that the eggs from Enid were fresh, clean, uniform in size and packed in inviting cartons, whereas the eggs brought in by the farmers around Tulsa were ungraded and loose. The Chamber brought in thirty farm women and explained the situation to them; helped them grade their eggs in cartons, and raised the price in that county an average of 5 cents a dozen.

An editor should never allow a Chamber of Commerce or Commercial Club to embark on an agricultural promotion scheme without a preliminary survey that will fully disclose existing conditions and needs. Hundreds of such schemes have failed because Chambers of Commerce have caught the momentary wave of enthusiasm that periodically sweeps the country for more dairy cows, or for pure-bred live stock, for wholesale expansion of the poultry business, or for fruit culture, and have plunged into these things without preliminary surveys or the cooperation of farming experts. In one state, for instance, farmers were so carried away by enthusiasm for fruit culture that investigation by the extension department of the agricultural college showed that they had planted enough fruit to take care of the demand for ten years to come.

The first step in making a survey, whether of an entire community or of one phase of it, is the gathering of facts. The second step is analysis and interpretation of facts. Once the data are in hand, what do they mean? Do they show satisfactory conditions, or conditions calling for corrective action?

If it is found, for example, that 25 per cent of the elementary school pupils of a city are overage, that is, two or more years behind the grade in which children of their age would ordinarily be found, does it mean that they are badly taught, or that the city has a defective educational system? Or should other data be related to this fact before any conclusions can be drawn—such as whether unfavorable home and family

conditions, ill-health, ill-adapted courses of study, foreign birth and recent immigration, or badly enforced school attendance enter into the backwardness of this overage group? And, before condemning the city, should an examination be made of the overage pupils in the schools of other comparable cities?

After conclusions as to what the facts mean are reached, the third step is the working out of the recommendations for improvement. Results often follow the mere turning of the light upon unwholesome conditions, particularly where conditions are notoriously bad. At any rate, the survey should contain the definite and specific recommendations of the man or group of men who have gone deeply into the problems of the community.

Then the findings of the survey committee must be presented to the whole citizenship. In this way the survey is a means to better democracy, since it informs the entire community on community matters, thereby providing a basis for intelligent public opinion.

Finally, the public must be convinced that the recommendations should be adopted. This may take time, and considerable follow-up work may be necessary. Not the newspaper alone, but other public agencies, the graphic exhibit, the motion picture, the printed pamphlet, the public address, and the radio will have to be used. Usually a wide dissemination of the facts and recommendations will be sufficient. The best minds in the community usually agree if they have the same facts. Furthermore, it is believed to be American experience that communities will act upon facts when they have them.

Newburgh, N. Y.; Springfield, Ill.; Topeka, Lawrence, Belleville, and Armourdale, Kan. are among cities that have undertaken thorough community surveys. No less than fifty specific improvements in civic and social conditions in Springfield are credited to the survey. The Lawrence, Kan., survey resulted in the creation of a board of public welfare, the enactment of an adequate housing ordinance, the supervision of the city milk supply, and playground supervision.

SCORING THE COMMUNITY

Less formal and expensive than the survey is community scoring. Since the survey demands the services of a corps of experts, its cost, for a large city, may be high. Community scoring, on the other hand, may be done with no expense by the citizens themselves. Community scoring has been done widely in West Virginia, and in this state more than 100 of the smaller villages and country communities have scored themselves in accordance with the system devised by the extension division of West Virginia University.

The West Virginia score card allows for a maximum of 1,000 possible points. The main divisions on the score card are: (1) community spirit, (2) citizenship, (3) recreation, (4) health, (5) homes, (6) schools, (7) churches, (8) business, (9) farms, and (10) farms. Under each main subject are subdivisions. A total of 100 points is allowed for each division. "Farms" is listed twice because of its many important subdivisions. Following is the complete score card fo

1.

fo	r health:1				
1.	Sanitation:				
	(a) All buildings, houses, stores, h	alls, churche	s, schools, e	etc. regu-	
	larly cleaned, well ventilated and so	reened; free	from such	pests as	
	flies, bed bugs, roaches; without rats or mice.				
	(10)	()	()	(\ldots)	
	(b) All wells or springs cased and	curbed or pr	otected by	methods	
	endorsed by the public health author	ities.			
	(10)	()	()	()	
	(c) All privies or toilets located				
	public health regulations.				
	(10)	()	()	()	
2.	Child Welfare:				
	(a) All children normal in weight.				
	(10)	()	()	()	
	(b) No children with physical defe	cts.	, ,	, ,	
	(10) (b) No children with physical defe	()	()	()	
		T: 0 D			

1 "Lifting the Country Community by Its Own Boot Straps," bulletin of West Virginia University. See also "Helping the Country Community Saw Wood on Its Community Program," another West Virginia bulletin.

(d) Proper attention to small pox and typhoid vaccination.

the teeth and drink lots of water, avoid constipation.

(15)

(5)

adequate hospital and nursing facilities.

(c) All regularly follow good health habits: bathe, sleep long hours in fresh air, use plenty of clean milk, have hot lunches at school, clean

(a) A good doctor is available without excessive cost, and there are

(b) All the people are favorable to the public health service idea of

 (\cdot)

(....)

(..)

 (\ldots)

(...) (...)

3. Health Protection:

Department of the Interior.

employing doct	ors and nurses to	keep the people	from getting	sick.		
	(10)	()	()	(\dots)		
(c) The vita reported.	l statistics of th	e community ar	e being acci	urately		
reported.	(10)	()	()	()		
(d) The com	munity bought li	berally of anti-tu	berculosis sea	als last		
Christmas.						
	(5)	()	()	()		
(e) None of	the people here re	() egularly use pater	nt medicines	or con-		
sult quack doct						
	(5)	()	() ——	()		
Total Points Possi	ble: (100)	Earned ()	()	()		
This, it should be noted, is a section of the score card for smaller communities. The score card for a city is somewhat more elaborate and includes two sections for business, and one each for government, health, education, morals and religion, social welfare, home economics, culture, and community spirit. ¹						
As indicated l	before, the work	of scoring is de	one by inte	ractad		

interpreted in terms of the standardized score card by the university experts who are familiar with them because of their ¹ For another example of a community score card, see "Community Score Card," a bulletin published by the Bureau of Education of the U.S.

contact with them in different communities. In other words, the getting together of the information and interpretation is done by the local folks with the university people acting as umpires so as to keep the relative standing of the different communities in the state on a comparable basis.

The first score made by a community is of no particular importance, in the opinion of the West Virginia authorities. It is the score made by the second, the third, and successive times that counts. In other words, the value in scoring lies in the incentive for improvement it holds out. Just as The Minneapolis Journal sought to give to spelling the competitive interest of an athletic contest, so the West Virginia Extension Service has inaugurated spirited competition among West Virginia communities for highest rating.

Somewhat similar was the "Better Cities" contest among fifteen Wisconsin cities in 1924–1925. The object of the contest was to stimulate pride in those aspects of civic life affecting child welfare, family life, and community well-being, to promote civic activities, improving conditions and morals, health, recreation, education, and other projects. Measurement standards of education, health, social work, law enforcement, religious life, working conditions, home life, fraternal and club life, etc. were developed by various state departments, the University of Wisconsin Extension Division, and the educational, religious, industrial, agricultural and social work groups. Awards of \$1,000 and \$500 were made to cities of similar sizes competing against each other.

The responsibility of improving a community between scorings lies with the civic organizations. When the first scoring has made evident the community's points of weakness and strength, the civic leaders unite on a program to raise the score. In the West Virginia contest in 1921, the community of Berlin scored 748 points. In 1922 the score was 798. In the intervening years a community council had been organized and this council met monthly to discuss standards. A local history was written. Five new homes were built. A community rest room was provided. Plans were made for planting trees and shrubbery and for laying of walks. All

school children were examined by the county nurse. Fifty-three improvements in the homes of Berlin were recorded. Most of these were in the nature of labor-saving devices. This suggests an obvious way in which the effort to improve a community's score card rating will increase the advertising linage of the community newspaper. The addition of pure-bred stock and the purchase of new automobiles are also counted as a community improvement—another example of a direct tie-up between community improvement and advertising.

Says Edmund D. McGarry of the Extension Committee of West Virginia University:

It is not asserted that the scoring of any community is a scientifically accurate survey of all the details of the community life. It is rather an approximate estimate, by the community leaders themselves, for the purpose of focusing their own attention and the attention of the community at large upon certain problems which all are willing to admit exist. The point is always emphasized that the score made by the community at the first scoring is not important. What counts is the number of points the community raises itself in the year between scorings.

Mr. McGarry believes that, for a small community at least, the score card will be as effective as an expensive survey in stimulating community improvement. After an experience of four years with more than a hundred different communities, Mr. McGarry is convinced that the score card is a tremendous force for betterment.

There are several ways in which scoring will strengthen the hand of an editor who wishes to launch a program for community improvements:

- 1. Scoring will bring out the needs of the community. An editor may think he knows the strong and weak points of his community. Nevertheless he is likely to be familiar with only those things in which he is most interested. He may be wholly ignorant or indifferent to matters outside the immediate circle of his vision. A scoring will enable him to sponsor a program that will include all factors.
- 2. Lack of cooperation has been the stumbling block over which many a community has come to grief. In scoring a

community, the initial step, that of fact gathering, is taken by all civic organizations. Once these organizations have gathered the facts, and experts have guided them in reaching conclusions, it has been the experience of West Virginia that all hands will join in pushing the improvement program to a successful conclusion.

3. The mask of editorial anonymity does not shield the editor as effectively in a small town as in a city. In a small town a legitimate criticism by an editor is often discounted and not infrequently resented because the editor is known. If, however, he can fortify his criticisms with the findings of a community scoring or survey, his suggestions will carry more weight. He can then quote from established authority.

CHAPTER XII

CARRYING OUT A SERVICE PROGRAM

No one can run a newspaper, be it in a hamlet or metropolis, without becoming something of a practical psychologist. News itself, ever changing in its relative values, subtle, undefinable, recognizable half by instinct and half by experience, is an elusive article, though salable withal. The advertiser has harnessed psychology to aid him in appealing to the specific instinct that will prepare the way for the sale of a safety razor or an automobile. The propagandist, too, has enlisted psychology to sway the minds of millions.

The attempt to bring about certain specific reforms in a community or to introduce improvements immediately creates a problem that calls for all the practical psychology an editor may possess. Fortunate is he who knows thoroughly the tradition and temperament of his readers. Doubly fortunate is the editor who, from the vantage point of long residence in the community, knows how similar proposals have been received before. Thrice fortunate is the editor who can ally his proposal with some great news event which has stirred men's minds and made them receptive to suggestion.

In fact, the editor will be more of an opportunist than a reformer. He will bide his time, but when that time comes he will bring all the resources of publicity—news, editorials, cartoons, feature stories, interviews, editorial paragraphs—to bear. If he is a good speaker he may be on the firing line with voice as well as pen. Luncheon clubs, civic and commercial societies, women's clubs, and the clergy should be enlisted in aid. The amount of attention aroused during the first week, yes, the first few days, is most important. After a week, public interest, as is well illustrated in a crime, a trial, or a political campaign, will decline and the chances for success become less.

All this is not to say that every campaign must be put over in a week. Nothing is further from the fact. Only when the occasion demands speedy action should a paper attempt to form opinion quickly. In all other cases quiet, calm, and deliberate publicity is more effective.

The American public does not like to feel that it is being rushed into something. "The small newspaper should not endeavor to drive its readers nor should it endeavor to lead too strenuously," said James S. Turrentine, editor of *The Highland* (Kan.) *Vidette*, in a recent address on Making a Newspaper Pay in a Town of Less Than 1,000.

The small newspaper should, rather, point the way to a better community gently and consistently. It should not take part to any extent in local quarrels, but should endeavor to promote harmony, to discourage factionalism and petty quarrels, and to encourage the several factions that always exist to get together and work out their problems harmoniously. A slow, steady pace forward is much better than sudden dashes, for dashes depend on a certain few and when these few have wearied, as they always weary, the town relaxes into a period of depression. Usually a dash breaks up in a quarrel and causes hard feelings in a community.

Reiteration is the unique and powerful weapon of the editor. Someone has said that nothing, not even an army, is so powerful as an idea whose hour has come. Garrison's Liberator scored slavery for thirty-four years. J. H. Zerbey of the Pottsville (Pa.) Republican, with Cato's Carthago delenda est in mind, printed an editorial on fraud in anthracite coal taxation every day for a year. Honest assessments were finally made. To convince Quakertown (Pa.) that it needed sewers, Charles M. Meredith ran an editorial every week for eighty weeks in the Quakertown Free Press.

Every successful advertiser appreciates the psychological power in repetition. Tell them, and tell them again, is an advertising maxim. Colonel Nelson of *The Kansas City Star* had this in mind when he told a staff conference:

Print one article on commission government, and nobody will read it. But if every few days there is an article on commission government, reprinted from *Collier's* or *The Outlook* or some other magazine or newspaper, or in the shape of an interview with somebody from a commission government city, or perhaps in a letter from a conscientious reader, or in an editorial—why, by and by a few people here and there will begin to know there is such a thing, and after a few years the city will have a commission government without knowing how they got it.

Colonel Nelson's methods may be applied successfully to any project that an editor may wish to promote. Suppose, for instance, that an editor wished to interest the community in city planning. A number of devices might be employed to arouse interest in the project:

- 1. Articles might be reprinted from periodicals, such as *The American City*, and from state and federal bulletins (see Appendix for list).
- 2. The editor might assist in bringing in speakers on subjects relating to city planning, civic art, country beautifying, etc., at Chautauquas, homecoming celebrations, fairs, lecture courses, and, school and church celebrations.
- 3. The editor could induce local preachers to bring the message of beauty and order to their congregations. School board officials and teachers could also be easily interested in the subject.
- 4. He might see that the local library is stocked with a sufficient number of books of an elementary nature on city planning and zoning.
- 5. High school, grade school, and private school commencement exercises might be made the occasion for short talks on the need for intelligent city planning.
- 6. School children might be asked to make posters advertising the results which would follow the adoption of a city plan.
- 7. These results could be visualized for the public by means of a municipal Christmas tree. Pittsburgh, Pa., used this method. A tree advertised as "Our Municipal Christmas Tree" was placed in one of the prominent downtown windows. The background of the windows represented Pittsburgh, and the gifts hung on the tree were the various things the Civic Club felt the city needed, such as a subway, small parks, free baths, underground wires, river front improvements, etc.

8. The editor might also endeavor to impress the idea on the Commercial Club, the Rotary Club, and other similar organizations that the subject of city planning is as important as that of bringing in a new factory.

All these methods might be used in addition to specific suggestions in the editorial columns. The editor who is endeavoring to write editorials that will influence his readers for or against a proposal would do well to note carefully the technique of appeals to instincts and emotions as worked out in the full-page ads that dominate the magazines of national circulation. When it is remembered that the rate for some of these advertisements is \$6,000 a page, it will be evident that they represent the copywriter at his best.

Most of these advertisements are of the "short-circuit" type, that is, the appeal is not to the intellect but to the emotions. Editorial writers, seemingly, have a tendency to an overuse of "long-circuit" copy, whereas, in order to arouse the desire of the community for an improvement that calls for the expenditure of money, best results can often be obtained by emotional persuasion rather than exposition and argumentation. Nearly all actions of human beings are motivated by some fundamental instinct. Nearly all desire rests on an emotional basis. In advertising copy the attempt is made to stimulate an emotion which is to be gratified by the article itself. Similarly, in a campaign for a park, a playground, or a community house, an editor may build up a series of editorials each one dominated by a strong appeal to an instinct. For a community house, the instincts of play, sociability, constructiveness, pride, and public welfare may be objects of appeal. Thus desire may be aroused and the community may be persuaded to make the financial sacrifice necessary.

The following incomplete list of instincts and emotions which are most frequently appealed to in advertising should prove suggestive to the editor who is endeavoring to "sell" not a commodity, but an improvement:

¹ TIPPER, HOTCHKISS, HOLLINGWORTH, PARSONS: "The Principles of Advertising."

	Instinct	Corresponding Emotion
1.	Appetite	. Hunger, tastefulness
2.	Comfort	. Calm, restfulness, ease
3.	Sex	Passion, love, coquetry
4.	Devotion	Faithfulness, loyalty, affection
5.	Play	Playfulness, sport, joy, humor
6.	Fear	Timidity, fearfulness, caution
7.	Acquisitiveness	Propriety, selfishness, stinginess
8.	Hunting	Cruelty, eagerness
9.	Sociability	Lonesomeness, hospitality
10.	Competition	Emulation, jealousy, ambition
11.	Curiosity	Inquisitiveness, longing to know
12.	Shyness	Modesty, bashfulness, reserve
13.	Ornamentation	Beauty, display, pride in appearance
14.	Imitation	
	Revenge	
		Purity, decency, wholesomeness
	Worship	Piety, reverence, faith
18.	Constructiveness	
	Sympathy	
	Cunning	
21.	Pride	Haughtiness, conceit
	Gratitude	
		Laughter, amusement, hilarity
24.	Harmony	Symmetry, proportion, balance

Strong appeals may also be made to justice and fair play, public welfare, economy, prejudice, and moral decency. The effectiveness of psychological appeals was shown by the experience of *The Grand Rapids Press* in its campaign for municipal golf links about two years ago. Economy was the appeal that was successful in this instance. Grand Rapids is an industrial city with many thrifty, homeowning working men who could not be stampeded on the matter of establishing municipal golf courses. There was too much of the "richman's-game" sentiment.

The Press became an advocate of municipal golf a number of years ago, but it realized that a long campaign of education was necessary to build up a supporting public opinion. Other cities enjoying municipal golf began to find their links not only self-supporting, but actual revenue producers. Early last year, to impress this fact upon the thrifty taxpayers, The Press made a special investigation of municipal golf courses, looking

particularly into the matter of revenue. A writer visited Des Moines, Omaha, Chicago, and other cities and produced a series of articles on conditions, expenses, and the income from playing fees. These articles focused thought on the truth that municipal links are not a burden on the taxpayers. They helped to change antagonism born of thrift into favorable curiosity as to how municipal golf would work in Grand Rapids.

As a result, a temporary public golf course was offered the city and accepted. An experimental municipal miniature course, with the longest hole only 125 yards, was established in a city park. It was opened in July and, after paying all costs of establishment and maintenance, ended the season with some \$3,000 on the credit side of the ledger. This led directly to the establishment of another municipal course on land acquired for cemetery expansion but not needed for many years. With the course given as a result of *The Press* articles and with the miniature course, Grand Rapids now has three municipal courses.

Sometimes a long period of education with the pulpit, the forum, the school, and the Chautaugua or lyceum supplementing the press may be necessary. Old and erroneous conceptions may have to be broken down and new and correct conceptions built up. The constant presentation of correct information, however, will, as Colonel Nelson declared, achieve the end that is sought. It is this very fact which gives the editor such an amazing opportunity for constructive public service. It has been said that men disagree only because they do not have the same facts; that all good minds will agree when confronted with the same facts. Thus editors may, after a long educational campaign, be able to bring about a reform without resort to argumentative editorials. Another illustration from community-building experience of The Grand Rapids Press will show how it is possible to win a campaign with information and without the use of argument.

The Press became inclined toward the city manager idea and presented the subject to its readers upon numerous occasions before public opinion developed to such an extent that the

charter commission was appointed. While the commission was at work, The Press published the essentials of the commission and city manager systems adopted by other cities, so that the public might inform itself on them. It also sent out questionnaires and published the replies. All this was done in an open-minded way with a view to assisting in the developing of opinion in the minds of both the commissioners and the people at large as to the best mode of government that would fit the needs of Grand Rapids.

As the charter grew section by section, it was put before the people both in news stories and in verbatim form, so that it might be studied. When the completed draft was finally placed before the people for adoption, *The Press* continued its information campaign, feeling that if the voters were given an adequate understanding of the matter they could be relied upon to give wise, intelligent mass judgment. The experiences of other cities were set forth in special articles. Throughout it was a campaign of facts rather than of editorial or political theories.

The people, having before them the information which had led intelligent, public-minded students of the subject to approve the commission-manager plan, reacted as these thinkers had done and the charter was adopted.

The editor who is imbued with the flaming desire to advance and improve his community has, to a high degree, the quality of persistence, which has its outward manifestation in reiteration. Otto Thorning, editor of *The Northland Post*, Cochrane, Ont., twice rebuilt his own plant after forest fires swept the town, and would not let the bankers move and abandon the town when they became discouraged. After the site of the new Union Station had been planned for Kansas City, Colonel Nelson proposed the Twenty-third Street traffic way to give Kansas City a direct route, of easy grade, to it. He assigned a man to work up public sentiment in its favor.

"It will take ten years to get it, perhaps," he said, "but it must come. Now is the time to begin."

When the reporter began work on this traffic way it was impossible to get anyone in Kansas City, Kan., to see its

feasibility. The city officers would not discuss it above a whisper. They refused to be quoted on the subject further than to say: "Yes, it would be a grand thing, if we could get it." When its construction was finally begun six years later it followed almost exactly the route outlined by Mr. Nelson in The Star.

A concise platform run at the head of the editorial page may be a useful auxiliary in the carrying out of an improvement program. It will keep the paramount needs of the city before the eyes of the public. No editor, however, should attempt to carry on an energetic campaign for more than one thing at a time. Neither village not city will take the entire reform program of an editor or anyone else at one gulp. But if he be temperate and reasonable in his policy an editor may in later years look back and see how one by one his cherished desires grew into actuality. This was the experience of Joseph Pulitzer. With one exception, every one of the ten planks in the platform of *The World* in 1883 has been written into law.

Only in rare cases does an improvement suggested by an editor meet with universal approval. Generally there is opposition. Costs too much, too radical, we can get along without it—all these and many other remarks are familiar to the editor who has endeavored to point the way to better things.

In an editorial on opposition to public improvements, *The Johnstown* (Pa.) *Tribune* recently said:

In every community there is a group which looks first and always at costs. These folks are not bad people. They are among the highly regarded, some of them are foremost in the community. Briefly, we will tell how to identify them. They opposed the building of the present high school. They opposed bond issues for new schools, and defeated one. They opposed playgrounds. They believed that to teach domestic science is a "fad." They knock the payment of a physical director or a coach. They oppose directed recreation at public expense. As we have said, these are not bad people. From our point of view they err in matching every problem with dollars. They want immediate dividends. They forget, in our opinion, the future potential value of the things we regard as progressive.

Those who lack faith, who are pessimistic, or indifferent, will alway say it can't be done. It has always been so. But

it can always be done by the man who believes in combined effort and who knows what organized effort will do. Dozens of instances in the preceding chapters show that this is true.

Sometimes the occasion justifies resorting to the knock-down and drag-out methods of H. L. Mencken or of William Allen White as exemplified in "What's the Matter with Kansas"; but, as a rule, the editor will accomplish more by being patient, persistent, and showing dignified insistence on his point of view. On this question Frank B. Pauly, general manager of The Middletown (Ohio) Journal, has something to say:

Probably all editors have not caught the knack of reaching the people with a new idea, especially when such is along the line of reform. Experience has taught that the people cannot be successfully scolded, shamed, or commanded to that end. This is equally true when the project depends upon popular vote as upon the action of some public board or other organization.

Let an editorial state plainly the public need of some new project and amplify it in a constructive, enlightening, and dignified way. Then let it say that certainly the people (or the board) already have seen the need of such and that the right-thinking people of the community are confident that in the wisdom of those who can make it possible, the plan will be worked out to their lasting credit and for the good of all the people.

The results have been shown to be remarkable.

There are times when an editor must fight. He should always be firm, but kind, and, knowing he is right, proceed; then as a rule a constructive policy bears earlier and more abundant fruit. It is not well to condemn an existing evil until a substitute can be offered for it.

While Mr. Pauly is right in saying that, in general, people cannot be scolded and commanded into doing something, still, an analysis of Nelson's methods in Kansas City show that he did exactly that thing. The little group of public-spirited men whom Colonel Nelson represented accomplished what they did by holding an unmerciful mirror before the town. They described the defects of the streets, the untidiness of the business and residence districts, the wretched service of the street-car system, the excessiveness of the gas and water charges, the need for parks and boulevards. The Union Sta-

tion swarming with vermin and the unsightly thickets of telephone and telegraph wires that ran above ground were especial objects of attack. This candor had its effect in making æsthetic progress a consistent part of commercial and physical growth. Kansas City has today a chain of public parks that would be creditable to a city four times its size; its boulevards are models in construction and design; and it has utilized to the full the scenic possibilities of its location upon the bluffs. The new Union Station is among the four best architectural works of the kind in America.

Brutal candor was also the method employed by Albert H. Bowman in his effort to make Evanston more attractive. He printed pictures of dirty alleys and holes in the streets under the caption "Beautiful Evanston." When people made improvements he printed those pictures with appropriate comments.

In all cities and towns there are a few public-spirited men who can look beyond their own business interests to those of the community. It is the business of the editor to know who these men are and to win their cooperation. They are the important key men in any improvement program. The editor cannot accomplish much alone. He must have the help of strong hands and willing hearts.¹

The editor should feel no hesitancy in going to these key men of the community and urging them to aid him in the promotion in an improvement project. It is only partly true that the people are responsible for bad government, for backwardness in community affairs. To a large extent the blame rests on the men who have the education and ability to lead, but who, because of indifference or selfishness, neglect their obligations. Democracy functions well or ill according to the spirit, knowledge, and resources of the people given to them by the strength of effort of their community leaders, the doctor, lawyer, preacher, teacher, editor, public official—any person with abilities and gifts.

¹ See Nolen, John: "The Importance of Citizens' Committees in Securing Public Support for a City Planning Program," National Conference on City Planning, 130 East Twenty-second Street, New York City.

Therefore, let it be said again, the editor should go to these people, not as someone seeking a favor for himself, but as one who seeks to awaken them to a realization that upon them, more than upon anyone else, depends the future of the town. He should point out that the community has a right to look to those who have had the benefits of education or to those who are the leaders in business for leadership in community affairs.

The editor, the business men, and the professional men of a small city constitute an almost invincible alliance. When they are united on a program it is virtually certain of success. When one, however, must strive without the others, it is an uphill struggle. The editor, therefore, should be an active member of the Chamber of Commerce, Commercial Club, or similar organization. If the town hasn't one, he should start one. Such organizations in towns too small to afford a paid secretary are prone to die for lack of someone to keep them going. They are likely to cease functioning because they have nothing to function about. It is the editor's duty to see that the club has something to do. Community improvement projects can readily supply work for all. A far-sighted editor will see to it that not only business men, but professional men and farmers and laborers, are represented in the club—that it be truly representative of business in its largest sense.

The University District Herald of Seattle is one of the outstanding suburban papers in the country. Its founder and editor, John H. Reid, is a leader in Commercial Club activities not only in the University district in Seattle but over the state of Washington. He says:

Not so long ago I visited a town. I accompanied my friends to the weekly Commercial Club luncheon, enjoyed myself and spoke. I nquired about their newspaperman. "He doesn't amount to much," hey replied. "He seldom attends our luncheons; he spends nearly

¹ See "Building and Maintaining a Local Chamber of Commerce," bulletin which will be sent free on application to the Chamber of Comnerce of the United States, Washington, D. C.

all of his time looking after property interests. Wish we could get a change; we sorely need a public-spirited newspaperman."

What a golden opportunity going to seed!

In another town I visited, the editor was feeding a press when his presence was needed at the Commercial Club luncheon. He didn't know his place in town.

You cannot feed a press and be a community leader.1

A real Chamber of Commerce is a dynamo in a community. It is a directing force—a clearing house for all community activities. It must be said, however, that not all Chambers of Commerce function as they should. There are a few that are composed of narrow-minded men who seem to believe that a Commercial Club exists for the purpose of stifling and suppressing all improvement projects. With such a group dominating the Commercial Club, there is nothing for the editor to do but promote the organization of a Civic Club composed of representatives of both sexes interested in community progress.

If this is impractical, then an Improvement Society composed only of women might be started to do some of the smaller things. In this way the town's civic pride may be gradually awakened until eventually even the hard-shells in the Commercial Club will bestir themselves. In other cases an editor may find a Village Improvement Society a useful auxiliary. Such a society should have low dues and include all women over fourteen or sixteen. It should start by doing something small, say improving a park, vacant lots, or a river bank. Greater tasks should not be undertaken until the society has undergone a seasoning process.

The editor's motives must be entirely unselfish. There can be no suspicion in the public mind that either the editor or his associates will benefit financially from a proposed improvement, be it a road, a park, or a municipal power plant. Only the paper with the confidence of the public can succeed with a great improvement or charity project. Similarly, the paper that succeeds and proves its hands to be clean wins confidence which will practically insure success for future

¹ The Washington Newspaper, October, 1923.

efforts. In fact, the more a paper serves the easier it becomes. Such is the effect of public confidence. In matters involving requests for money for charitable or benevolent purposes it is necessary for an editor whose paper has the readers' confidence to watch himself closely in order that his demands may not overtax responsive readers through too frequent appeals. So easy is it for such a paper to raise large sums with little effort.

While it is true that in community service an editor must be free from all taint of ulterior motives, this does not lead to the conclusion that he must donate his advertising space to whatever worthy cause he may be championing editorially. While some newspapers, such as The Grand Rapids Press, refuse to take pay for any advertisement that is for the interest of charity or civic upbuilding, all editors cannot afford to be so generous. Advertising space is their chief salable commodity. It need not and should not be given away. The editor is doing his duty if he builds his community through the news columns.

Fortunate is that community which has newspaper editors who cooperate in everything that promotes community welfare. It is to be regretted that only too often does the community see, instead of cooperation, indifference and occasional hostility of one editor toward a suggestion made by his "esteemed contemporary." Such a policy smacks of the bygone days of personal journalism. It is not in conformity with modern professional standards of journalism. Ideal conditions prevail in Decatur, Ill., where a good idea originated by the Decatur Herald is immediately supported by the Review, and vice versa.

Whether he wants his paper to get credit for community improvement, or whether the Commercial Club, the Improvement Club, some other organization or some private individual is to get credit, every editor must decide for himself. The answer should depend on the particular circumstances surrounding each case. Let credit go to whom it is due. Certainly the welfare of the city and not the glorification of the newspaper should be the sole motive behind every act of serv-

ice. Any ulterior motive will quickly mark the editor as a charlatan and hypocrite. Public confidence will be lost. In a small community, especially, an editor who persistently takes credit for the accomplishments of others will soon be compelled to make his living elsewhere. In a recent address on "What the Lawyer Wants in the Newspaper," Jesse W. Barrett, Attorney-General of Missouri said:

The worst editorial writer of all is the one who, finding that the curtain has risen on a group of persons busily sawing wood and accomplishing something worth while, comes striding into the room cracking a cattle-whip, trying to create the illusion that he is directing the work and is responsible for its being done.¹

If there is an organization in the community which can carry out the improvement suggested, the editor should, by all means, let it do the work. There are few editors, especially of smaller papers, who can afford to take the time to shoulder the entire burden of the reform themselves. An editor can and should, however, take the time to investigate, make suggestions, and attempt to get the proper organization functioning. While newspapers often take up some pet project in order to boost circulation and get advertising, still, in the long run, the best policy is to look farther than immediate results, to do the thing which will be best over a period of years. This, in most cases, will be developing the regular institutions and organizations whose duty it is to be doing things. Through this policy the institutions and organizations themselves are stimulated and encouraged. If there is not an organization which might properly include the proposal in its program, then in some cases it might be wise for the editor to see that such an organization is started. If this is impractical, then the paper should undertake the work.

Also, a newspaper itself should take full responsibility in a reform or a crusade to which some unpopularity is temporarily attached. Two years ago E. K. Whiting, president and manager of *The Owatonna Journal-Chronicle*, started out single-handed to clean up bootlegging in Steele county, Minnesota.

¹ "News and the Newspaper," Bull. 28, Univ. Mo.

Conditions were so bad that school children were drinking bootleg liquor. Soon the newspaper had the better and larger elements of the town and surrounding territory behind its vigorous editorial and news campaign. The authorities were forced to act when private citizens who took up the fight disclosed the sources and peddlers of bootleg. Said Hugh H. Soper, editor:

This campaign was carried on openly by *The Journal-Chronicle*. Ordinarily it is our belief that best results can be secured by suggesting improvements, giving them marked publicity, but allowing the credit to go elsewhere. Then those who obtain a share of the credit will work hardest to put the improvement across.

On the whole, the editor should act—to use the terminology of the auto trade—as the starter rather than as the motor. The Schenectady Union-Star found that there were twenty ward-improvement societies, many parent-teacher societies, and other organizations. Public sentiment, however, needed to be coordinated, directed, and led. The Civic Pride Campaign of the Union-Star did this.

It is said of the late Colonel Nelson of *The Kansas City Star* that he would go to his office in the morning and take from his pocket a paper upon which he had jotted down some idea as it had occurred to him, and say: "Now, who can we find who would be interested in pushing this sort of thing?" It was always his idea to let someone else get the credit, rather than to take it for *The Star*. He would say:

The Star is getting along very well as it is. We don't have to have an incentive to stand for Kansas City. But we want always to be on the lookout to get as many different persons as we can enlisted in the service of the town. There is no better way to get them interested than to set them to work.

It was in this way that he gave momentum to the movement which gave free public baths to Kansas City. In a letter to Mrs. Nelson, shortly after Mr. Nelson's death, U. S. Epperson, of Kansas City, told how the movement originated. He had become acquainted with Mr. Nelson while crossing the ocean in 1895, and they had talked of that fact that

Kansas City had no public baths such as other cities had. Four years later, after further discussion of the matter, he initiated the public bath movement.

Erwin Funk, whose paper, *The Rogers* (Ark.) *Democrat*, recently won the National Editorial Association cup for community service, observes:

You cannot drive our old pioneer settlers but you can coax them. And when it was possible to make the suggestion and let them work out the details, results came much quicker than they did in the early days when I used to think that the duty of the newspaper editor was to get behind every worth-while reform and boost it day and night, to the neglect of the news service and other features of the business.

Mr. Funk's remarks suggest the question, How much time should the newspaperman devote to personal community work? The publisher and manager of a daily newspaper in a city of 150,000 recently said that he gives an average of three hours a day every day of the year to civic enterprises. He is called upon to organize and promote, to solicit and help, to influence and beg for hundreds of matters that appeal to the community in whole and in part. He has ability and influence, and the people know it. His energy is unlimited and his good nature strained to the breaking point when such matters thrust themselves on him to the detriment of his own business.

One county seat publisher in Iowa is the head of many things in his community and secretary of the rest. Church, clubs, Chamber of Commerce, fair board, park commission, library board, local building and loan association, the country club—all these and more claim his membership. On Armistice Day, Fourth of July, Christmas tree decoration, harvest festival, and other committees he is expected to serve and do a great deal of work without pay, and at the same time he is expected to give free publicity to all these affairs because he is part of the organization working in them. He is giving more than three hours a day of his time.

As was suggested in preceding paragraphs, the newspaperman, while he should be the head and center of community interests and development, on the whole should act merely as the starter of improvements. He should not carry the load himself. This should be done by the proper organizations. Nor, as a member of these organizations, should the newspaperman bear the brunt of their efforts. Three hours a day would seem to be the utmost maximum of time that the publisher-manager of a newspaper in a city of 150,000 could afford to take from his business and recreation hours. publisher of a smaller paper cannot afford to give as much of his time, since he cannot delegate as much of his work to others. The Janesville (Wis.) Gazette has attempted a solution of this problem by the organization of a Community Service Department under the direction of a former Chicago social service worker. While this department, which was organized in 1922, has so far been concerned chiefly with the coordination of the work of social service agencies in Janesville, its scope could readily be expanded to include duties which otherwise would fall upon the publisher or editor of the Gazette.

In many cases it may be better diplomacy for the editor to let the suggestion for a reform come from the people themselves or from representative citizens than from himself. This is especially true if the editor is a newcomer in the community. Many an editor who has taken over a paper and attempted to start something within the first few weeks of his ownership has blasted all hopes of improvement and ruined his own property by pushing too hard at the start.

A demonstration of a good way to let people make their own suggestions was given by W. C. Jarnagin, editor and publisher of the Storm Lake (Iowa) Pilot-Tribune. Mr. Jarnagin, who had been with The Des Moines Capital for eighteen years, bought the Pilot-Tribune about two years ago. Immediately when he arrived in Storm Lake he noticed a number of things which he thought the community needed. Instead of saying so, himself, he got twelve prominent people to write as many articles on what could be done to improve Storm Lake. Each one discussed some problem with which he was most familiar. A doctor discussed the city water system. A banker gave his views on improving the lake.

A merchant voiced the opinion of business men on merchandising problems of the town. The county superintendent wrote about schools, the city librarian about reading tastes, and so on. The articles appeared on the first page every week for three months. Many suggestions were subsequently adopted and others are still a part of the platform of the *Pilot-Tribune*.

Peter Clark MacFarlane, who died in San Francisco two years ago, was a great reporter who traveled much, observed keenly, and wrote clearly and vividly. He spoke on The Work of the Reporter, at the International Press Congress in San Francisco in 1915. In that speech he said:

I was talking one night a few years ago with one of the greatest newspaper men in the world The hour was late, the last edition was put to sleep; far off the rumbling of the press was dimly heard. No telephone rang, no copy boys came, and the man was just showing me his heart. He was telling me the story that has never been published, the story of his beginning in the slums of a great city, where, the day Garfield was shot. Gladstone walked down the street and bought his paper. At the time he was managing editor of what boasted itself as the greatest newspaper in the world. He began to tell me then of the things he had hoped to do. He was still an employee. He was not rich. He did not even own the paper that he had helped to make great; but the plan he had evolved and that he was telling me about was just a little scheme for the good of the race. I do not even know if it was practical. But that was the thing that this man, whom the world almost feared because he dared to wield the scepter of his power without fear, had before him as his dream. His dream was just a dream of helping things on. Then, as if he thought perhaps I should be surprised, he suddenly said: "Do you know that the big newspaper of tomorrow is not going to be built of scoops or beats, but of service? The paper that renders the largest service to its subscribers is going to be the greatest paper." That was not said to me as the sentiment of a soft-hearted man, but as the deliberate judgment of a hard-headed man.

To him who has caught this divine spark of service, who believes that in newspaper work there is an opportunity for

¹ Editor and Publisher, July 26, 1924, p. 4.

something more than the purchase of white paper for $3\frac{3}{4}$ cents a pound and the sale of it at 10 cents; who believes that his position in a community is one of public trust; who believes that, as the human soul is greater than the body and its skill, so the spirit of a newspaper is of more importance than its physical plant or its routine methods—to him the salutation is: Come on! Bravo! and Godspeed!

APPENDIX A

LIST OF BOOKS ON MUNICIPAL PROBLEMS

CITY PLANNING AND ZONING

- Adams, T.: "Modern City Planning," National Municipal League, New York, 1922.
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APPENDIX B

LIST OF MAGAZINES ON MUNICIPAL PROBLEMS

The two outstanding magazines on civic affairs are: The American City, 443 Fourth Avenue, New York. National Municipal Review, 261 Broadway, New York.

A number of state leagues of cities issue magazines that contain much valuable information:

American Municipalities, Marshalltown, Iowa.

The Municipality, Madison, Wis.

Pacific Municipalities, Pacific Building, San Francisco, Calif.

Illinois Municipal Review, Urbana, Ill.

Kansas Municipalities, Lawrence, Kan.

Texas Municipalities, Austin, Tex.

Minnesota Municipalities, Minneapolis, Minn.

Virginia Municipal Review, Richmond, Va.

New Jersey Municipalities, 34 West State Street, Trenton, N. J.

Nebraska Municipal Review, Lincoln, Nebr.

Oklahoma Municipal Review, Norman, Okla.

Other magazines that deal with some special phase of municipal or county affairs are:

The American County, Taft, Calif.

City Manager Magazine, Lawrence, Kan.

The Modern City, Franklin Building, Baltimore, Md.

City Planning, City Planning Publishing Co., Brookline, Mass.

The Oregon Voter, Worchester Building, Portland, Ore.

City Planning, Box C, Brookline, Mass.

 $Land scape\ Architecture,\ Brookline\ 46,\ Mass.$

Municipal and County Engineering, 702 Wulsin Building, Indianapolis, Ind.

Public Works, 243 West 39th Street, New York City.

Engineering News-Record, McGraw-Hill Book Company, Inc., New York. Engineering and Contracting, 221 East 20th Street, Chicago, Ill.

Parks and Recreation, Minot, N. D.

The American School Board Journal, Milwaukee, Wis.

The Journal of Rural Education, 525 West 120th Street, New York.

The American Journal of Public Health, 372 Broadway, Albany, N. Y.

The Modern Hospital, 22 East Ontario Street, Chicago, Ill.

The Nation's Health, 22 East Ontario Street, Chicago, Ill.

The Playground, 315 Fourth Avenue, New York.

The Community Center, 508 Kent Hall, Columbia University, New York.
The National Community Magazine, 127 North Dearborn Street, Chicago,
Ill

Housing Betterment, 105 East 22nd Street, New York. Child Welfare, 7700 Lincoln Drive, Chestnut Hill, Philadelphia, Pa. Public Service Magazine, 431 South Dearborn Street, Chicago, Ill.

An occasional reading of some of the social service magazines will prove stimulating to the community editor:

The Survey, 112 East 19th Street, New York. Journal of Social Forces, Chapel Hill, N. C. State Service, Albany, N. Y. Better Times, 100 Gold Street, New York.

There are two interesting examples of magazines published by city governments:

Municipal Facts, City Hall, Denver, Colo.

Toledo City Journal, 412 Valentine Building, Toledo, Ohio.

The leading Canadian and English magazines on civic affairs are:

Municipal Journal, Sardinia House, Sardinia Street, London, W. C. 2. Municipal World, 348 Talbot Street, St. Thomas, Ont.

Municipal Review of Canada, 70 McGill College Avenue, Montreal.

Journal of the Town Planning Institute, 11 Arundel Street, London, W. C.

Garden Cities and Town Planning, 3 Gray's Inn Place, Gray's Inn,

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Western Municipal News, 222 McDermott Avenue, Winnipeg.

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